

NOROO



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the Mountain

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NOROO



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Mountains are part of us!

Mountains are very familiar natural phenomena to all Koreans and as such are a part of us. Wherever we are, we can always see a horizon where sky and mountains meet or where the sun rises above or sets behind a mountain. All kinds of mountains ranging from close low hills to distant high mountains exist in Korea. Mountains surround villages like immense folding screens. Roads meander along the foot of mountains. As Korean people are generally born at the foot of a mountain, and are buried on a mountain, graves are referred to as sanso (‘mountain graves’) in Korean. Mountains tell many different stories about our people and our history. Professor Choi Jeong-ho, in his book Mountains and the Life of the Korean People, wrote, “Mountains exhibit not only the face of Korean nature but also that of our culture and history”.

山就是我们

山是韩国人非常熟悉的自然对象，也是韩国人生活中不可或缺的部分。于我们而言，与天空相接的始终是层层叠叠的山峦，太阳往山上升起、从山后落下。不论是附近的小山丘还是远而高的山，山的样貌总是形形色色；村落依山而建，道路则蜿蜒着通往山麓。出生于山脚下，埋葬于山中，因而坟墓又称坟丘。山和人类一起经过岁月的洗礼随着历史的变迁而不断变化。崔政浩教授在《山与韩国人的生活》中说到“山不仅体现了富有韩国特色的自然面孔，也表现了其文化与历史面孔”。

The Mountain that ‘walks’ toward us

Jirisan Mountain is the subject of an interesting legend originating from Jeonggeum-ri in Hwagae-myeon, Hadong County. According to Doseonbigi (A book about divination based on topography, written by the Monk Doseon in the 9th century during the Unified Silla Period), Jirisan Mountain ‘stepped out’ of its original position in order to recreate the world as heaven on earth one day. But when a local woman who was washing clothes in a nearby village saw the mountain walking out into the world, she yelled out “Jirisan Mountain is walking!” So the mountain stopped walking, and earthly paradise did not materialize. An expert on Jirisan Mountain interprets this story about the mountain, which stepped out from its fixed position and started walking, to represent its vitality, dynamism, and directivity.

向我们走来的山

在韩国庆尚南道的河东郡花开面的井琴里，关于智异山有着非常有趣的传说。相传有一天智异山走出来想要将世界变成人间乐园，但是在村中洗衣服的妇女们看到走过来的智异山后，大喊着“智异山走出来啦！”听到喊声，智异山便停下了脚步，因而人间乐园也没能到来。某位智异山研究专家说，原本固定不变的山朝着原野走来，从这个传说中可以发现山的生命性、能动性 and 指向性。

ORDINARY, BUT SOMETIMES IDEAL

As I imagine the awe-inspiring sight of Jirisan Mountain walking towards me, with the entire mountain range following in its wake, I am filled with admiration for its majestic grandeur. And yet it stopped walking at the mere voice of a woman wielding a laundry beater. That is quite funny, really! The mountain gave up its intention to create a new world as the earthly paradise so easily, somewhat deflating the expert’s interpretation of the mountain’s great activeness and directivity. However, this story perhaps shows us the mountain’s two faces – our idea of an ideal mountain and an ordinary mountain who is our neighbor.

Since ancient times, people who wanted to escape from the pain of reality to the mountains may have believed and prayed that Jirisan Mountain would fulfill their wishes. Like the song of the Green Mountains, “I shall eat wild grapes and berries, and live, I say, in the green mountains”, mountains are places where people can forget about all the greed and strife of this world, or places where dissident groups can form secretly and dream of changing the world. At the same time, many mountains exhibit a friendly or neighborly aspect, providing us with food and firewood. People were able to eat mountain vegetables when they had no food, and to cure illnesses with mountain herbs, and survive the winter by gathering firewood from mountains forests. Thus, if mountains are as friendly as our neighbors, we can understand that when the woman cried out in surprise, “The mountain is walking over there!” Jirisan Mountain stopped walking because it felt sorry about having surprised the woman. However, as people reproached the woman for this, she is characterized as frivolous or imprudent in the story.

AN OBJECT OF DEVOTION, NOT CONQUEST

Originally, mountains were not simply challenges to be conquered. George Herbert Leigh Mallory, a well-known English mountaineer who died during the 1924 British Mount Everest expedition, is famously quoted as having replied to the question “Why do you want to climb Mount Everest?” with the words “Because it’s there!” However, each mountain is ‘here’ both as a friendly presence and as a spiritual presence in our life. The novelist Choi Il-nam said, “As the Baekdudaegan Mountains are full of legends and traces of our history, the footprints of conquest are presumptuous and insolent. As a mountain was a ‘garden’ where high priests reached nirvana and a training site for ascetics, it is too brutal a perspective.” Maybe in this context, we have unconsciously used the expression, ‘to enter the mountain’ (ipsan in Korean), rather than ‘to climb the mountain’ (deungsan in Korean) for a long time, because by walking along a dirt road in any village in Korea, we were naturally entering a mountain. As such, Korean mountains are more like an atmospheric presence that evokes deep emotions than an object of conquest.

THE MOUNTAINS THAT TALK TO YOU

In modern times, as people have acquired more leisure time and hiking has become a popular recreational activity, people enjoy climbing mountains both to conquer them and to experience a special kind of atmosphere. According to recent statistics, the number of people who climb a mountain more than once a month is about 18 million. As the Korean population now stands at about 50 million, this means that almost two out of every five people enjoy hiking. In addition, it is said that about the half of the hiking population enjoys trekking. It seems that the total hiking population in Korea consists on the one hand of people who climb mountains to test their limits, and on the other of people who go trekking because they enjoy admiring the scenery. As the Italian mountaineer Guido Rey said, “The motivations behind the enthusiasm for alpinism are perhaps as varied and as multifarious as are the mountaineers themselves”: Thus, there must be numerous reasons for hiking in the world. And the faces of the mountains that mountaineers and hikers experience must all be different, too. However, one thing that surely stays the same in Korea is that our mountains talk to us and walk toward us.

日常亲近的，时而理想的

想象着智异山率领着蜿蜒交错的山脉浩浩荡荡走出来的样子，伟岸、轩昂等感叹词不禁脱口而出。可是它竟然只因手拿槌衣棒的妇女们的喊声而停下了脚步，这也真是挺有意思的。竟然如此轻易地放弃开拓新世界、打造人间乐园之路，岂不是令之前所说的能动性和指向性黯然失色了吗。但是，或许这种模样才正是我们所期待的理想中的山与日常亲近的山，所表现出的两种不同面貌吧。

自古时起想要通过山摆脱现实痛苦的人，都希望智异山能实现人们的愿望。因为山是可以放下贪婪与世间忧虑的地方，也是能够隐秘地组建反旧体制集团、梦想颠覆世界的地方；必要时，山还会像亲近的邻居一样给予粮食、馈赠柴薪。食荒时，百姓们可以靠山野菜度过难关、以药草治病，因为有了大山馈赠的柴薪，冬天也变得更舒适些。如此这般仿佛像邻居一样的大山，当妇女们惊讶着大喊“山从那边走出来啦！”时，因吓到了人们而感到抱歉、难堪，停下脚步也是自然之事了。不过，百姓们不知有多么埋怨这些村妇，每当说起这则传说时，也一定会在妇女们身上加上蠢笨、荒诞之类的形容词。

并非征服，而是激发情致的对象

对于希望山走出来的我们而言，山从一开始就并非是我们征服的对象。攀登珠穆朗玛峰过程中遇难身亡的英国著名登山运动员乔治·马洛里，在被问及为什么要攀登珠穆朗玛峰时，留下了“因为它就在那儿（Because it there）”的经典名句。但作为我们亲近熟悉的老地方、灵验的崇拜对象的山，就在“这里（here）”。小说家崔一男曾经说过“长白山到智异山间的每座山峰和山麓，都明显有着传说与历史的痕迹，因此征服的足迹对其都是冒昧不恭的。无论是作为高僧涅槃的院堂或道长的修道场，在此地都太过于杀气腾腾了”。这两句话是不是相互呼应呢？我们平日经常无意识地使用“进山”来表达前往山上之意，甚至远远早于登山一词。这是因为每个村庄都是走过土路后，就自然而然地进入了山中。也正因为如此，韩国的山与其说是被挑战征服对象，不如说是似乎更贴近于激发情致的对象吧。

和我们搭话的山

到了现代，人们生活变得富裕，登山成为了运动与娱乐的一种方式。据最近的统计数据显示，每月登山一次以上的人数已达1800万。韩国总人口为5000万，也就是说每五人中就有一人以上喜欢登山，并且其中大约有一半左右喜欢徒步旅行。考验自身极限、以登顶为目的的登山与悠闲欣赏风光漫步的徒步旅行，或许正是这二者的融合造就了现今众多的登山者。正如意大利登山运动员基道莱恩所说“登山就如登山者的数目般多种多样”，登山的理由估计也是多种多样的，而且每个人所看到的山的模样也各不相同吧。但若要说出一个共同点的话，那就是我们的山是向我们搭话、走进我们内心的这一点毫无疑问。

Mountains Surround Us

Korean people are always surrounded by mountains. There is always a mountain at the end of our line of vision, as long, that is, as there isn't a building blocking our view. The changing of the seasons is wondrously evident in the changing colors of the mountains - from wintry greyness to greenness and from greenness to reds and yellows. And mountains are reliable as they are always there. Let's find out more about our mountains.



MOUNTAIN'S OXYGEN CONCENTRATION

Generally speaking, we feel stuffy in a city but refreshed and liberated in the mountains. This is not only a feeling: there is a difference in the oxygen concentration in the air. The optimum oxygen content for the human body is 21~23%, but the oxygen concentration in downtown Seoul is 20.5%, which is the lowest indoor level allowed in the Building Code; in a downtown building office it is 20.2~20.5%; and in a meeting room containing several people, it is more likely to be around 19%. If people are exposed to such low concentrations of oxygen, they easily become tired and get a headache. In comparison, the oxygen concentration around Bukhansan and Gwanaksan mountains is 21.2%; while at West Seoraksan Mountain (Naeseorak) it is 21.3%, and at East Seoraksan Mountain (Oeseorak) on the East Coast it is 21.6%, so one will feel more or less refreshed depending on the place. It is said that people won't get a hangover if they drink in a place where the oxygen concentration is 23%, the optimum level. That's why there is a saying that if we drink a lot outdoors, we won't get a hangover.

山的氧气浓度

城市中感觉憋闷，但进入山中后头脑就会变得清爽、豁然开朗，这不仅仅是因为心情转换的缘故，而是因为氧气浓度不同。适合人体的最佳氧气浓度为21%~23%，首尔市中心的氧气浓度为20.5%，相当于建筑法中室内氧气浓度的最低容许值；而位于城市中心的大楼办公室中氧气浓度则更低，仅为20.2~20.5%，如果多人同时聚集于会议室，则氧气浓度会下降到19%以下。若是长期处于这种氧气浓度环境中，则很容易感到疲劳、产生头痛等症状。与城市不同，北汉山和冠岳山的氧气浓度为21.2%，内雪岳山为21.3%、外雪岳山和东海岸为21.6%，当然会让人有与众不同的清爽感。 据说在氧气浓度为23%的条件下，喝再多酒也不会醉，也因此才有了在户外喝酒不会醉的玩笑话~

ALL-WEATHER MOUNTAIN CLOTHES

As hiking, trekking, and camping have become increasingly popular, the market for hiking gear has grown explosively in Korea. Along with the import and distribution of global outdoor clothing brands as well as Korean brands, the market has grown at an average of 25% each year since 2003, with sales in the outdoor clothing market reaching 7.3 trillion won in 2014. Thus, unlike other clothing brands, TV advertisements for mountain and hiking gear with top celebrities are common, and hiking magazines contain pages of advertisements featuring famous actors such as Jo In-seong, Gong You, and Tang Wei wearing such clothes. As competition in the industry to sell highly functional clothing is becoming increasingly fierce, mountain clothes have become fashionable, and products called 'outro' (outdoor + metro) that are suitable for hiking as well as for the everyday urban lifestyle are very popular at the moment. If you look around, you will notice that hiking trousers and jackets have become everyday items of clothing.

全天候登山服

随着喜欢远足、徒步旅行及露营的登山人口增加，韩国登山服市场呈现了爆发式增长。市面上不仅有韩国品牌，甚至也进口了许多世界户外服饰品牌。2003年后市场每年增长25%，2014年户外服饰市场达到了7兆3千亿韩元的规模。也许正因为如此，与其他类型的服饰品牌不同，经常可以在电视上看到许多大牌明星代言登山服广告，如今一打开登山杂志就能看到赵寅成、孔侑、汤唯等著名演员身穿登山服的形象。近来随着以高功能性领先的行业竞争日益激烈，在登山服中加入时尚元素，与都市风和日常也非常搭配的产品极为普遍，甚至有“户外 + 都市”的缩略语“户外都市风格”这一说法。环顾身边，登山裤和登山夹克的装扮真的已经成为自然的日常服饰了呢。

山, 围绕着我们

韩国人始终被山围绕着。只要未被建筑物遮挡，望向窗外，呈现在视线尽头的定然是山。看着仿若冬眠的熊背般蓬乱的山麓渐渐绽放青绿，继而转为浓郁的绿色，然后又变成仿若火烧般的红色或黄色，我们可从中感受到季节的变化。始终岿然不动、稳固的山，让我们一起来了解关于山的种种故事吧。



TRANSFORMATION FROM A MOUNTAIN OF RUBBISH INTO A BEAUTIFUL PARK

Haneul Park and Noeul Park at the World Cup Park, which are famous for their silver grass, beautiful sunset, diverse performances and campsites, were created as an artificial park, as you might be aware already if you know anything about the history of the Nanjido landfill. Nanjido, meaning the 'Island of Orchids and Mushrooms,' was originally a beautiful island and pleasure boat destination. However, from 1978, the island was used as a rubbish dump for fifteen years, resulting in two immense hills of garbage some 100m high. The beautiful Noeul and Haneul Parks were created as part of an environmental recovery project, which involved disposing of leachates and noxious gases and stabilizing the surrounding environment, and establishing a green area by covering the top of the landfill with soil, without actually disposing of all the rubbish dumped on the islands. The parks, which were established by purifying the mountains of rubbish, symbolize both co-existence between humans and nature, and the importance of environmental remediation.

垃圾山变身美丽公园

因紫芒与美丽彩霞、各种演出与露营场所而获得极高人气的世界杯公园里的天空公园与彩霞公园其实是建在人造山上的，只要是了解垃圾填埋场兰芝岛历史的人都能猜得到。因一片片的兰草和芝草而得名的兰芝岛，曾经是游船往来的美丽岛屿，但是自1978年起，兰芝岛一直被堆叠的首尔废弃物所占据，15年来变成了高达100多米的两座巨大垃圾山。为了在维持这些垃圾的状态下进行环境恢复，首尔市开展稳定化项目，通过垃圾渗滤液处理、有害气体处理、周围环境恢复处理等，在填埋场上部盖土并培植草坪，最终建成了如今美丽的彩霞公园和天空公园。通过重新净化人类造成的垃圾山建成的公园传达着自然与人类共存，以及环境复原的重要性。

FOREST FIRE SET BY NATURE

Firefighters were helpless in front of the massive forest fire that occurred in the Yellowstone National Park, U.S.A, in 1988. As an immense amount of deadwood and dried wood that should have been burned off by natural forest fires had accumulated as a result of thorough fire prevention activities, the fire lasted for four months, and only stop with the arrival of the first winter snow. After that fire, the US National Park Service recognized the advantage of natural forest fires, and now only extinguishes fires when it is absolutely necessary to protect human life. Forest fires caused by lightning or friction between tree branches due to strong winds help nature to control the dense population of trees and help blow the seeds far away on a blazing whirlwind of flame to germinate in a new place. The ashes also enrich the forest soil. However, as 70% of forest fires in Korea are caused by human beings, the slogan 'Prevent Forest Fires' should be engraved deep in all our hearts.

自然形成的山火

在1988年发生于美国黄石国家公园的超大规模山火面前，人类的全部努力与人工灭火装备都显得那么无力。此前堆积下来枯木和干柴，导致了此次大火持续燃烧了4个月之久，直到降雪方才熄灭。这场火灾之后，美国联邦国家公园管理厅开始认可自然山火的益处，灭火也仅限于减少人员伤亡的程度。闪电或强风引起的树木和树枝摩擦所引发的山火，可以自然调节过度稠密的森林树木数量，利用冲天的火焰风使种子飘向远方，帮助它们在新的地方生根发芽。此外，黑色的灰渣还能让土壤变得更加肥沃。但在韩国发生的山火有70%都是人为起火，仍然必须将‘小心山火’的标语铭刻于心。



BREATHE DEEP, DON'T SHOUT, ON A MOUNTAIN PEAK!

Nowadays, nobody shouts ‘Yahoo....!’ on a mountain peak anymore as it is well known that echoes cause immense stress to wild animals, and particularly birds. So where did the sound ‘yahoo’ come from? According to the Dictionary of Korean Etymology compiled by Kim Min-su, the word originated from the German word ‘jo hoo,’ which became ‘yo-ho’ in English, and then ‘ya-ho’ in Japanese. It is understandable that people want to express their joy by yelling on a mountain peak after a hard climb; however, shouting should really be restricted to calling for help in the event of an emergency so as not to distress the local wildlife. It would be much better for all of us if we simply took a deep breath of fresh air instead of shouting, and took a photo of course!

登顶后，用深呼吸代替呐喊

最近应该不会有人在山顶上大喊“呀呼~”并享受回声了吧。因为呼喊声会对野生动物，特别是鸟类造成极大压力这点已广为人知。但是这声“呀呼”的起源来自何处呢？在金敏洙编纂的《韩语词源词典》中可以看出，德语的“jo hoo”、英语的“yo-ho”在日语中的发音为“呀呼”，在韩语中也同样以此发音使用。虽然能够理解在历经艰难地攀登过程后，于顶峰朝着群山呐喊会非常喜悦，但为了让动物们得以休息，或为了其他的登山者发出紧急求救，我们是不是应该尽量避免这种登顶后呐喊的行为呢？取而代之的是通过深呼吸吸入顶峰清新空气，无论是为了自己，还是为了他人，这无疑是最佳的选择。当然以宽广的天空为背景拍照留念是最基本的啦！



‘CHEONGSANDO’ AT THE FOOT OF SURISAN MOUNTAIN

Since ancient times, numerous poets have written about the mountains. And in modern times in particular, Korean poets of the Blue Deer School (Cheongrokpa) wrote poems about their natural beauty and ‘humanity’. The following poem, Cheongsando, written by Park Du-jin, a member of the Blue Deer School, in 1947, was inspired by Surisan Mountain in Anyang. I guess that this poem would be more special for NOROO. “Oh towering Green Mountain! / You are as green as if you were alive / The mountain ridge is flush with the luxuriant growth of trees / A ray of golden sunlight shines over the ridge / As white clouds float across the mountain, the clouds have completely cleared in the sky / No deer can see, no wind blows / But a cuckoo’s song hums from the valley // Oh Mountain, Green Mountain! / When I lie down on your fragrant green grass, / My heart cries out / at the sound of water flowing through the valley / My heart cries murmuring....”

修理山山脚的《青山岛》

自古至今，有很多诗人写下了无数歌颂山的诗。近代的青鹿派诗人更是以自然为素材，歌颂着其美丽与人情味。下面介绍诗人朴斗镇写于1947年的《青山岛》。经过安养修理山脚时构思而成的诗，于NOROO而言，似乎会成为更加特别的诗呢。“山啊，巍峨高耸的青山啊 / 仿若脉脉流动般青葱浓绿的山啊 / 许多树木葱郁繁茂的山岭 / 金光弥漫的阳光洒下 / 翩然越过山间的白云迈着轻盈的步伐洗净天空 / 鹿不来，风亦不起 / 那摩山谷中啼哭的杜鹃鸟 / 山啊，青山啊 / 你的胸膛起伏在芬芳的草地上 / 我的内心在痛哭 / 流淌的溪涧被流水声所浸染 / 我的内心在簌簌痛哭...”



WORLD'S MOST DANGEROUS VOLCANO

Not all mountains are green and wooded: some are burning mountains that pour forth rivers of red lava and clouds of black volcanic ash. There are many active volcanos that attest to the vital living energy of the Earth. Mount Kilauea, located on the Big Island of Hawaii, is the most active shield volcano in the world, and if you are lucky, you can see lava streaming from the volcano down into the sea. However, this is not some faraway, highly remote eventuality: In fact, it is said that there is a high probability that Korea’s national mountain, Mount Baekdu, will erupt one day in the near future, although it is located in North Korea. According to the weekly magazine Sisa Press, experts count Mount Baekdu, along with the huge subterranean one in America’s Yellowstone Park and Japan’s Mount Fuji, as one of the world’s most dangerous volcanos. Since 2002, eruption precursors have been observed at Mount Baekdu, showing a probability of eruption of 68% by 2019 and of 99% by 2032.

世界上最危险的火山

当然山也并非只有郁郁葱葱的青山，还有会喷出血红熔岩和乌黑火山灰的火山。现在世界各地也都还有着能够感受到地球活跃气息的活火山。位于夏威夷岛的基拉韦厄火山是全世界最活跃的活火山，如果运气好就能看到喷出的熔岩流入海洋中的情景。然而这并非只是太平洋彼岸之事，也不是能够仅作为壮观景致观赏的事。因为虽然位于停战线对面，但象征着我们民族的长白山也有爆发的可能。根据《时事杂志》的报道，专家们把美国黄石火山、日本富士山和长白山评为全世界最危险的火山。据称，2002年起表现出了前兆现象，到2019年火车喷发概率将达68%，至2032年为止达99%！



WILD GINSENG, THE PRECIOUS GIFT FROM MOUNTAINS

Wild ginseng is a frequent subject in old Korean folktales. Such tales include stories of how the mountain gods were touched by the filial devotion of children toward their sick parents, and how the wild ginseng given by these deities cured the parents completely. Recently, a Korean TV program introduced an old couple who claimed to have overcome cancer by eating wild ginseng. However, such effects of wild ginseng are yet to be proven scientifically, because it is difficult to take a specimen for analysis. Extensive research into ginseng is ongoing, and its beneficial effects - such as the suppression of tumors and the alleviation of stress – have been recognized, but there are only unofficial claims about wild ginseng, including assertions that wild ginseng is more effective than cultivated ginseng, or that mature wild ginseng is more effective than younger ginseng. Thus, in the ancient tale, the parents’ illness may have been cured by the profound filial devotion of a child who tried hard to find wild ginseng on the mountain, rather than by the wild ginseng itself.

大山馈赠的珍贵礼物，山参

在韩国古代故事中，关于山参的故事经常出现。山神被精心看护病中父母的儿女的孝心感动，赐予他们山参，令父母的病彻底痊愈的故事不胜枚举。不久前某电视节目还介绍了一对老夫妇服用山参战胜癌症的故事。但其实山参的效果并未被科学证实，因为很难采集有分析价值的样本。有关人参的研究非常广泛，其抑制肿瘤与缓解压力等效果已得到证实，不过对于山参的评价，至今只有山参比人参效果更卓越、时间越久药效越好等非正式性推测。或许古代故事中治愈年迈父母的疾病不是因为山参的药效，而是因为寻找山参时，长期在山中徘徊寻觅的子女们至诚孝心也未可知呢。

NOROO's 70-Year Journey

“What greater cultural contribution can you make for building a new country, if the ink you make creates new jobs?” This advice, given to the young Han Jeong-dae as he returned to his liberated homeland in 1945 after studying in Japan, has become the essence of NOROO's 70-year history. Daihan Offset Ink Manufacturing was established under a corporate philosophy of patriotism, and shared its time of change and turbulence with Korea. Today, it stands under the name of NOROO as it leads the global color industry. This article will retrace NOROO's 70-year journey through the recently published corporate history book called 'The History of NOROO, Challenges and Color Culture Creation of 70 years'.

NOROO，70年的旅程

“如果你能生产出培养新国家的新人才所需要的油墨，哪还有什么比这更大的文化贡献呢？”这句话点醒了1945年解放后在日本学成归国的青年韩鼎大，从而成为了孕育NOROO集团70年历史的火种。在产业报国理念的推动下韩鼎大成立了大韩油墨公司，与韩国共同经历了动荡的岁月，如今它已发展成为全球涂料产业的领先企业——NOROO集团。通过最近编撰的公司历史《挑战与色彩文化创造70年——NOROO集团70年历史》回顾这70年NOROO的发展旅程。

1945~1966

GREAT AMBITION OF ENTREPRENEURSHIP AND THE FOUNDATION FOR GROWTH
In October 1945, a sign that says 'Daihan Offset Ink' was hung on a small wooden building in Hoehyeon-dong, Seoul and became the first ink company founded by Koreans since the country's independence. At a time when businesses relied on distributed raw materials, Daihan Offset Ink made history by successfully developing its own paint for the first time in the industry. With its pride in 'creating the best', the company increased reliability and credibility as it printed Joseon banknotes. Although Daihan Offset Ink overcame numerous obstacles and flourished in the midst of the Korean War, President Han Jeong-dae realized the limitations of ink manufacturing and searched for a new industry; eventually settling on paint. After an overseas tour of inspections and benchmarking, the president established a paint factory in Mullae-dong, the first factory in Korea to be equipped with modern production facilities and a research laboratory, and began selling products labeled with the NOROO trademark. Daihan Ink Manufacturing Co., Ltd., which entered the paint market by supplying products to US armed forces in Korea, changed its name to Daihan Ink Paint Manufacturing Co., Ltd. and actively spread NOROO's paint by broadcasting television commercials, painting houses, and performing Nonghyup warehouse maintenance. In late 1950s, the company started developing and distributing industrial paint, also supplying marine paint to the navy.

1945



Main Gate of Daihan Ink (1945, Replica)



A Note of the Bank of Joseon Printed in Ink Produced by Daihan Ink (1945)

创业的重大含义与奠定成长的基础
1945年10月，在首尔会贤洞的小小木质建筑中挂起了“大韩油墨”的厂牌，这是解放后首个韩国人一手建立的墨水公司。在依赖配给原料的时代，大韩油墨首次在行业内成功实现了颜料开发，以“生产最好的产品”的自豪感提高产品可信度、印制朝鲜银行券、赢得公信力。韩鼎大会长在625战争期间也克服种种困难壮大公司事业，他洞悉了墨水制造业的增长局限并开始谋划新的事业领域——涂料事业。韩会长去海外视察归来后，在文来洞建立了韩国首个拥有现代生产设施与研究室的工厂，开始生产贴有“獐子”商标的产品。大韩油墨制造股份公司通过向驻韩美军供货打进了涂料市场，于1963年将商号变更为大韩油墨涂料制造株式会社，通过TV广告、住宅涂装工程、农协仓库维修涂装等积极宣传“獐子”牌涂料。不仅如此，公司自20世纪50年代末起，开始着手开发工业涂料并开始向海军供应船舶涂料。

1966



Construction of the Euljiro Building (1963)

HIGH GROWTH THROUGH STRENGTHENING COMPETITIVENESS

As Daihan Ink Paint rose to the top of the ink and paint industry through strenuous efforts and leading technological developments, it established Daihan Artificial Flower in accordance with the government's policy of export promotion in 1967 and started manufacturing plastic artificial flowers. However, due to a weak domestic plastic industry and cutthroat competition with overseas businesses, the company began to accumulate deficits. Daihan Ink Paint wisely overcame such difficulties by merging with Daihan Artificial Flower and producing industrial plastic parts. Moreover, in order to utilize the facility and workforce in the artificial flower factory, the company founded Daehyup Co., Ltd to produce dolls and toys in 1970. The new company flourished; it ranked first in exports with dolls and toys and received the President's Award. Diversification of businesses led to the acceleration of sales and technological developments of Daihan Ink Paint's architectural as well as industrial coatings. The company acquired numerous patents, rapidly increased sales in automotive paint and plastic products, and began to develop overseas markets based on the construction boom in the Middle East. In 1986, Daihan Ink Paint, determined to return to the starting point of its founding spirit, declared a second start-up.

1967



CEO Han Jeong-dae awarded the Bronze Towel Order of Industrial Service Merit (1974)

1988



Construction of the Anyang Plant (1976)

强化竞争力实现高速增长
通过艰苦卓绝的努力，大韩油墨涂料制造株式会社研发出在印刷油墨和涂料行业的先进技术，确保了行业领先地位。1967年根据政府的出口拉动政策，公司又成立了大韩塑花制造公司，开始进行塑料造花生产。但当时国内塑料行业薄弱，最终不敌海外企业的激烈竞争，大韩油墨涂料制造株式会社不得已合并大韩塑花，间接从事工业用塑料部件生产，从而使公司起死回生。同时，为了利用造花工厂的设施与人员，公司积极推进塑料玩具娃娃制造业，于1970年成立了DAEHYUP株式会社，以玩具娃娃这一单品生产创下了韩国国内第一的出口业绩，并获得了总统表彰奖。在促进事业多元化的同时，公司还加快大韩油墨涂料制造株式会社的建筑涂料和工业涂料的销售和技术开发速度，取得了诸多发明专利，大幅增加汽车涂料、塑料产品的销售，并以中东建设热潮为基础开始正式开拓海外市场。1986年，为实现全新飞跃，大韩油墨涂料制造株式会社决议重新回到创业精神的原点，宣布以全新社风为首个指标开始第二次创业。

1989



Signing Ceremony for the Joint Establishment of a Plastic Paint Corporation with Nippon Bee Chemical Co., Ltd. (1990)

1999 2000



Signing Ceremony for the Joint Establishment of an Automobile Paint Corporation with Nippon Paint (1995)



Construction of the Busan Plant (1996)

2009 2010



Conclusion of a Contract for Technology Transfer with Nan Pao Group Taiwan (2005)



Conclusion of a Contract for Technology Transfer and Joint Business with KNT China (2007)



Construction of the Poseung Plant (2008)

2015



Remodeling of the Euljiro Building (2013)



NOROO International Color Trend Show (2013)

1989~1999

SPECIALIZATION AND GLOBALIZATION

Prior to 1990, the Korean market began to exhibit signs of change. Amid the rapid opening of the market, the economy declined in growth and Korea eventually requested an urgent relief from the IMF. Daihan Ink Paint was aware of this beforehand and was prepared in advance; the company designated Han Yeong-jae as CEO in 1988 and formed a new management system. In February 1989, Daihan Ink Paint changed its name to Daihan Paint & Ink as a means to renew its image. Moreover, it continuously established joint venture companies such as Daihan Bee Chemical, Daeyeon, Daihan Automotive Paint, and DIT, with the purpose of pursuing specialization and substantial growth. In the 1990's, Daihan Paint & Ink encountered its biggest difficulties since its founding; the Anyang factory fire in 1996 and the IMF financial crisis in 1997. Nonetheless, all employees put forth painstaking efforts as a harmonized unit with a common goal during such challenging times and overcame these obstacles in just two years. Rooted in confidence, Daihan Paint & Ink forcefully entered the 21st century with new hope.

走向专业化·国际化之路

进入90年代前夕，韩国市场发生了新变化。快速的市场开放导致韩国经济涨势下滑，并在1997年申请了IMF救济金融援助。而在这之前大韩油墨涂料制造株式会社便早已预测出经济发展放缓的趋势，于1988年任命韩荣宰为代表理事，构建全新的经营体系，并于1989年2月将商号变更为大韩涂料油墨株式会社，刷新了企业形象。另外，为更细化事业领域，以内实为基础追求稳健增长，公司陆续设立了大韩碧化学有限公司、大连株式会社、大韩汽车涂料有限公司、DIT有限公司等分公司。

1996年安养工厂火灾与1997年IMF外汇危机让大韩涂料油墨株式会社经历了成立以来最大的经营危机，但全体员工万众一心最终得以在短短2年时间内克服了这次危机。从此大韩涂料油墨株式会社开始向着充满新希望的21世纪稳步前进。

2000~2009

NEW CHALLENGES AND INNOVATION

In January 2000, Daihan Paint & Ink entered a new millennium with a fresh vision while inaugurating Han Young-jae as the new president and changing its name to DPI Co., Ltd in November of the same year. With the ambition to become an exemplary total chemical company, President Han Young-jae applied digitalization, amassed strengths for a digital age, emphasized social responsibility, and created an innovative management organization to suit the global environment. In 2006, the company took a second major leap forward by becoming the first in the industry to split up its organization: DPI Holdings Co., Ltd taking over the responsibility of managing corporate investments and NOROO Paint & Coatings Co., Ltd taking charge of corporate business. The group rapidly engaged markets in China and Southeast Asia by establishing DPI Shanghai Co., Ltd and conducting joint entry into Vietnam with Nan Pao Resins Chemical Co., Ltd. of Taiwan. By increasing the level of productivity, environment and safety management as well as R&D investments, DPI has been able to achieve steady growth even throughout times of heightened uncertainty.

展开新的挑战与创新

2000年1月韩荣宰会长就任，与此同时大韩涂料油墨株式会社迎来了新千年，同年11月公司更名为DPI有限公司。韩荣宰会长强调，为实现21世纪超一流综合化学公司的愿景，公司必须积极主导数码革命，确保信息化时代的竞争力，忠实履行社会责任，进行符合全球环境的经营体制革新。2006年，公司分立为行业首个投资部门DPI控股股份有限公司事业部门子公司NOROO涂料股份有限公司，准备迎接第二次飞跃。之后在中国成立得彩上海涂料有限公司，与台湾南宝树脂集团（NanPao Resins Chemical Co., Ltd.）携手进军越南市场，加快进军中国、东南亚市场的脚步，DPI提高了生产力及环境·安全管理水平，持续扩大R&D部门的投资，在充满不确定性环境中也始终确保稳步增长。

2010~2015

A GLOBAL COMPANY THAT LEADS THE COLOR INDUSTRY

In 2010, DPI changed the name of the holdings company to NOROO Holdings Co., Ltd and integrated the names of its subsidiaries to NOROO to increase brand recognition in Korea and abroad. The group achieved steady and solid growth by strengthening productivity and elevating the technology of its core businesses to an international level while spurring the expansion of overseas markets in India, Czech Republic, and the United States. Moreover, the group determined that agriculture and biology are important businesses for the country's future in a rapidly changing environment, and propelled new business initiatives in these respective fields. In 2012, NOROO founded NOROOWay with the goal of reestablishing founder Han Jeong-dae's devotional corporate spirit for a futuristic global value system. Today, NOROO devotes all of its strength into becoming a top 10 global enterprise.

向着全球涂料产业的龙头企业迈进

2010年，DPI为提高公司在韩国及海外的综合品牌知名度，将控股公司更名为NOROO控股股份有限公司，同时将集团各分公司统一更名为以英文NOROO标识，正式迈出了全球经营的步伐。为此，将主要事业的生产·技术实力提升至世界水平、实现专业化，同时加快印度、捷克、美国等海外市场的扩大步伐，实现稳健、持续增长。另外在确定农业和生命科学领域将是国家与未来的重要事业的前提下，公司将创业理念“产业报国”以符合现代社会的视角全新再现，积极推进农业和生命科学领域的新产业。2012年，以创始人韩鼎大会长为国家献身的开拓精神重新订立了指向未来的全球价值体系，制定了NOROO Way的NOROO集团在迎来70周年的今天，正朝着全球TOP10的目标全力奋进。



Jia you! Jiangsu NOROO BEE!

JIANGSU NOROO BEE CHEMICAL CO., LTD.

NOROO BEE Chemical’s first overseas manufacturing plant opened in July in Yancheng, Jiangsu Province, China. The facility has been built not only to target the global market from China, where automotive brands from all over the globe have their plants based, but to quickly penetrate Chinese local brands which are gradually building up steam as well. Jiangsu NOROO BEE Chemical has been exerting itself with utmost determination in preparation for the full operation of the plant.

加油! 江苏NOROO碧化学!

中国江苏NOROO碧化学有限公司

位于中国江苏省盐城市的NOROO碧化学有限公司首个海外生产工厂已于7月份完工。为了在全球所有汽车品牌都建有工厂的中国本土攻略世界市场，并更快地融入逐渐崭露头角的中国本土品牌，特设立了江苏NOROO碧化学有限公司工厂。江苏NOROO碧化学有限公司正齐心协力地迎接工厂的正式启动。



THE VAST LAND OF YANCHENG

Roads of more than six lanes wide, high-rise buildings, and an endless line of factories are the first impression that one gets upon visiting Yancheng, Jiangsu. Cotton fields that dot the landscape here and there gives us some slight insight into the city’s past, but today, Yancheng’s economy revolves around the automotive industry; particularly due to the DYK Kia Motors manufacturing plant.

According to Kwon Ji-hun, director of the Jiangsu branch, “Yancheng has developed significantly since Kia Motors entered the city in the year 2000. Kia Motors has since been operating a development industrial complex and actively attracting Korean companies to the region.” Director Kwon has been taking assertive charge of Jiangsu NOROO BEE since late 2013.

“In the past, I supplied paint to Kia Motors at the Beijing branch. But because the branch is a trading corporation, there were many limitations. We couldn’t have a lab of our own or store hazardous chemicals. With our sales reaching nearly 30 billion won, we needed a manufacturing plant that has legitimate safe storage to be able to quickly and accurately respond to customer needs”, recalls the director.

As a result, NOROO BEE Jiangsu signed an MOU with Yancheng in February 2014, established a branch in October, and began construction in December. “After eight months of construction, we cut the ribbons for the opening of our plant in July. So much has happened during the process of preparing the corporation to completing construction. It wouldn’t have been possible without the help of the Yancheng government and i-ZEN Co., Ltd, an affiliate of Daihan Ink. We have a lot ahead of us now.”, remarked Director Kwon, as he laughed deeply.

辽阔的土地，盐城

6排车道的宽阔道路、高层建筑以及必须奔跑许久方能看见尽头的一排排工厂， 这是我们对江苏省盐城市的第一印象。或许大家会想到随处可见的棉花田这一盐城的旧面貌， 但现在盐城市经济的主角其实是以东风悦达起亚工厂为先导的汽车产业。

权志宪法人长解释说， “随着2000年起亚汽车进驻盐城，盐城市取得了很大的发展。之后盐城市还通过经营开发产业园区等措施积极吸引韩国企业”。自2013年末计划成立江苏NOROO碧化学有限公司（以下简称江苏NOROO碧化学）生产法人时起，权志宪法人长就一直与公司共进退。

“之前公司作为归属于北京法人的贸易法人为起亚汽车供应涂料， 存在着不能设立实验室或危险化学品仓库等诸多限制。在创近300亿韩元的销售业绩后， 为能更快、更准确地应对客户需求， 拥有合法安全仓库的生产工厂是必不可少的。”

因此， 江苏NOROO碧化学于2014年2月与盐城市签订MOU， 同年10月成立法人， 12月起开始施工。 “工程仅在8个月后就顺利完工， 并于7月份举行了竣工仪式。从准备到竣工的过程中当然也有过许许多多的事情， 但在盐城市政府的协助与大韩油墨分公司i-ZEN Co., Ltd.的协作下， 都得以顺利进行。我们未来要做的事情还很多呢！” 权志宪法人长的豪爽话语与笑声， 仿若这期间的辛苦全都不曾存在一样。



FROM YANCHENG TO THE FUTURE OF CHINA

“Jia You!” Employees at Jiangsu NOROO BEE shout as their voices fill up the clear autumn sky of Yancheng. The staff includes four resident employees: Director Kwon, Manager Yun Seong-mun of the Technology Division, Manager Lee Seung-chul of Sales, and Assistant Manager Lee Kuk-joo of Management were assigned to their positions in January, July, and October, respectively. Their line-up act as the backbone of NOROO BEE Jiangsu, which will soon commence operations.

“This is my first time being assigned to an overseas branch and also my first role as a middle manager. I feel a greater sense of responsibility and expect to increase my capabilities through this opportunity. It is also very fulfilling to be creating a system for a new company”, revealed Assistant Manager Lee. Manager Yun and Manager Lee’s sense of responsibility, anticipation, and ambition are not that much different from each other.

“Kia Motors, as well as many Chinese companies, welcomed the establishment of our plant because we can shorten the production and supply time and provide quick response. But at the same time, we should constantly remain to be alert. We need to learn Chinese culture and localize our technology in order to be on top of the competition and increase our local customer base”, the managers said with determination. Despite the hardship of dealing with cultural differences and language barriers, they are able to look forward to the future because of the valuable experiences they will earn throughout the process and have a clear goal for the Chinese market.

JIA YOU, JIANGSU NOROO BEE!

The Chinese market is transforming rapidly with every passing day. Competitors are also accelerating their technological developments. In the midst of this situation, Director’s Kwon focuses on eco-friendly paint. “China is starting to place a lot of attention on the environment. I’m sure this will influence the paint industry as well. We need to prepare paint that is environmentally friendly and safe. Now that we have our own lab, we will actively perform research on localized paint technology”, forecasted the director. His determination to build a sturdy base for future growth represents everyone’s goal at Jiangsu NOROO BEE. Jia you, to all the staff at Jiangsu!

盐城的今天，中国的明天

“加油！”江苏NOROO碧化学员工们的呐喊乘着秋风震撼了盐城市晴朗的天空。其中，包括权志宪法人长在内共有4名派驻人员：技术部的尹成文课长于1月份、营业部的李胜哲课长于7月份、管理部的李国柱代理于10月到江苏赴任。这一阵容将为江苏NOROO碧化学即将开始的启动营运再添一臂之力。

“这是我第一次接到海外人事令、第一次成为中间管理者，我觉得这份工作需要莫大责任感的同时，也是培养能力的绝佳机会。众人一起创建刚成立的公司系统，也别具意义。”与李国柱代理一样，尹成文课长与李胜哲课长的压力、期待与抱负也都同出一辙。

“起亚汽车乃至众多中国企业也都非常欢迎我们工厂的设立。因为这能缩短生产与供应的时间，实现更快的技术应对。但我们决不能掉以轻心，必须理解中国文化，以本地化技术抢占持续竞争优势，拓展当地客户。”这是尹成文课长与李胜哲课长的回答。虽然存在文化差异、语言沟通等困难，但因为他们有着宝贵的经验和面向中国市场进军的目标，相信他们会度过竞争激烈的今天，迎来无限美好的明天。

江苏NOROO碧化学，加油！

现在，中国市场正在快速变化。当地竞争企业也正在提高技术发展的速度。其中权志宪法人长最关注的是绿色环保涂料。“工厂设立与生产方面的诸多限制与流程，表明中国开始关注环境问题。涂料方面也将受到影响。我们必须着手进行绿色环保、安全的涂料生产。实验室与研究室已经准备完毕，接下来我们将加大适合中国当地的涂料技术研究力度，以应对市场需求。”

夯实江苏NOROO碧化学的基础，构筑未来发展的基石是权志宪法人长的目标，也是江苏NOROO碧化学所有同仁的目标。我们为在语言、环境都十分陌生的地方，怀着相同目标努力工作的他们送去一声“加油！”。

NOROO, Creating safe roads

NOROO Paint & Coatings Co., Ltd. Direct Sales Division Construction Business Team

Solid white traffic lines act as important safety guides for drivers, as they are highly visible even during harsh weather conditions such as heavy rainstorms. Resilient elastic pavement, which is installed in playgrounds instead of sand, prevents children from injuries while they joyfully run around. Protecting people’s safety is an important role of NOROO Paint & Coatings. In particular, the Direct Sales Division ensures convenience and safety in our daily lives.

NOROO, 打造稳健之路

NOROO涂料股份有限公司直销事业部施工项目组

瓢泼的暴雨，前车尾灯都几乎看不清，但白色车道线却依然清晰，因为它们是驾驶者的忠实向导。游乐场中铺设的柔软弹性塑胶地面能够防止在儿童跑跳、玩耍时受伤。NOROO涂料股份有限公司就这样默默地守护着市民的安全，而这一切得益于NOROO涂料股份有限公司的施工项目组。

HIGHER REVENUE THROUGH FOCUSING ON THE SITE

“Our Construction Business Team performs procurement and construction of public institutions. We usually install non-slip paving using MMA and construct public facilities like roads in children protection zones and bicycle lanes. We are now targeting the special flooring market, such as stencil methods. This year, we started installing traffic lines and recently finished painting them on Gwanpyeong-ro in Anyang. We also commenced with installing elastic pavements for sports facilities and schools. We are actively preparing to engage the landscaping industry and have recently acquired a license for installing landscaping facilities”, General Manager Lee Kyung-chul of the Construction Business Team explains with enthusiasm. His team was launched as a special business team in 2011 and has since introduced MMA, developed by NOROO Paint & Coatings at the time, to the construction business market. They have increased their sales with every passing year and have again exceeded their sales goal for this year. The team is now going all out to increase market share. “Product quality is our biggest strength. Our products use pure MMA instead of cheap compounds, thereby ensuring that their adhesiveness, durability, and workability are all excellent. For construction work, it’s crucial to shorten the time when we need to block off roads. Our products allow for passage in 30 minutes after construction. The quality has reach such a high level that even our competitors purchase our products”, remarked Assistant Manager Lee Seung-jae with pride. “It was difficult when we first entered the market because our brand wasn’t very well known. But now, we are recognized for our quality and it is really gratifying to see our brand awareness go up. And as a big bonus, what we do helps to protect people’s safety.”

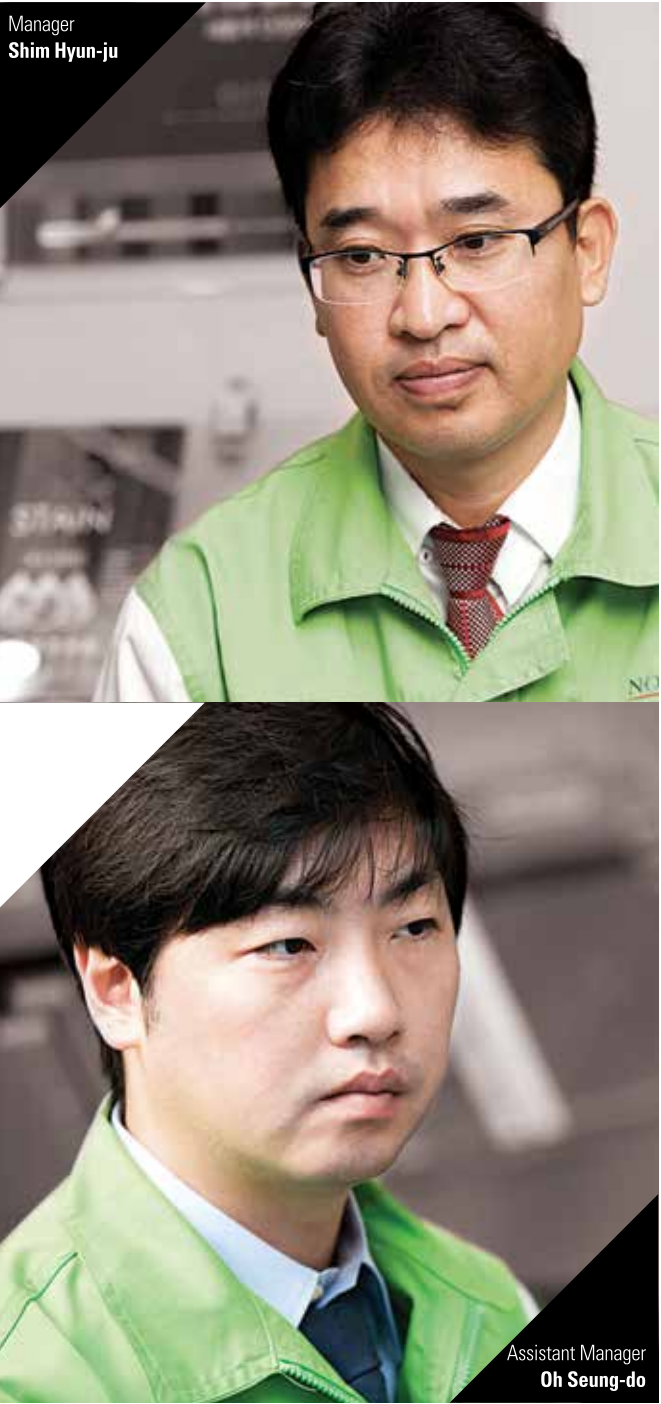
销售培训以现场为中心

“施工项目组负责公共机构的调配施工。主要利用MMA进行防滑道路铺装施工，以及在儿童保护人行道、自行车道等公共工程施工。除此之外，目前正在攻略模板（stencil）工法等特殊地面材料市场，今年项目组还打入了车道线作业领域，最近刚完成了安养市串坪路的车线涂色工程。作为2015年的新项目，项目组还参与了弹性包装材料施工，目前正应用于体育设施和学校设施。为进军造景产业，项目组目前取得造景设施设置施工资格证，正在进行造景设施安装施工项目。”

从施工项目组李庚铁部长的流畅说明中，我们不难看出他在指挥项目方面积累的扎实内功。施工项目组于2010年作为特殊项目组诞生，自2011年起活动至今。当时NOROO涂料股份有限公司开发的MMA（MethyMethacrylate）结构主材使进军施工项目市场成为可能，之后施工项目组销售额逐年提高，预计今年也将超额完成年初计划的44亿韩元销售目标。

李承宰代理自豪地解释说，“产品品质就是我们的竞争力。因为我们不使用低价混合物，仅使用纯粹的MMA材料，贴合力、耐用性及作业性当然好了。我们的施工必须管控道路，因而缩短作业时间非常重要，我们的产品在施工完成30分钟后就能开放车辆通行。这归功于产品的卓越品质，我们甚至还能向竞争公司供货。”“最初进入市场时产品知名度低，经历了诸多困难，但现在我们的产品品质已获得认可，知名度也大幅提高，这让我们感到很有意义，也非常欣慰。因为这是守护市民安全的重要大事。”





SAFE CONSTRUCTION, SAFE ENVIRONMENT

MMA, elastic pavement, and special flooring all pursue one goal. As Assistant Manager Lee stated, their purpose is to secure public safety. While roads help to reduce the speed of vehicles in lower speed limits, provide comfort for pedestrians, and prevent slipperiness in bicycles lanes, they must also absorb shock. Pavement on playgrounds must protect children from injuries in the even that they trip or fall. Products need to have weatherability, the property that permits it to endure or resist exposure to hot and cold temperatures. However, despite all their efforts, the team often encounters complaints from people who are unable to tolerate minor discomforts. According to Manager Shim Hyun-ju, “Some drivers gripe and point their fingers at us while we construct roads, and restaurants near the construction site complain that we disturb their business.” The manager smiles warmly as she says she eats at those restaurants or buys them cake in order to befriend such neighbors. Educating not only the public, but also construction workers, is one of the major tasks at a construction site. Although NOROO’s product requires a shorter construction time compared to other existing products, workers tend to follow the norm. “And the most important thing is safety. Our work requires a lot of road work, so safety is our top priority.” Creating a safe environment through safe work is General Manager Lee’s leading principle.

TAKING A BOLD LEAP FORWARD THROUGH LAUNCHING NEW ITEMS

Construction Sales Team, which has constantly increased sales since first embarking into a new market five years ago, continues its challenge in the elastic pavement and landscaping industry with this year’s goal to take a bold leap forward with the launch of a new item. “Not only our team, but our company as a whole are fully engaged in our construction operations and are working towards the creation of a new paradigm. If we all cooperate together, I believe that we will become another backbone of NOROO Paint & Coatings”, stated the general manager in a calm yet austere tone. NOROO is confident that his team, featuring a line-up of Manager Shim Hyun-ju and assistant managers Lee Seung-jae and Oh Seung-do, will bring back valuable results like it always has before.

安全工程，安全环境

正如李承宰代理所说的，MMA、弹性道路铺装材料、特殊地面材料等都是为了守护市民安全。在限速路段降低车速、在步行时可起到缓冲作用的人行道、自行车道采用防滑处理的同时还必须缓解跌倒时的冲击、游乐场应该应对可能会发生的儿童坠落事件等。这一切的工程都要求材料具有耐候性，防止热胀冷缩。

但有时施工时周边居民也会因短期不便而抱怨的。“道路施工过程中会遭到驾驶者的指手画脚，附近的餐厅也会吵着抗议不能做生意。”沈铉宙课长说道，那时我们会特意去那个餐厅吃饭，也会买个蛋糕带过去，最后人们都会露出体谅的笑容。另外，不只是市民，让施工工人们了解产品也是现场的主要业务之一。因为与现有产品相比，产品作业时间短，必须快速进行，但却仍然存在工人们想按照惯例进行的情况。“而诸多事宜中最重要的还是安全。因为道路作业多，所以我们始终将安全作业放在首位。”以安全作业营造安全环境，这是李庚铁部长的铁律。

发掘新项目实现飞跃！

5年前进入新市场，不断地提高销售额的施工项目组，今年提出了“以发掘新项目实现飞跃！”的目标，目前正在接连挑战弹性道路铺装材料项目、造景项目等。

“不仅是我们组，整个NOROO涂料股份有限公司都正在陆续进行兼具施工的事业项目，创造全新的施工模式。我认为如果汇集了这种施工项目的力量，那么它将成为NOROO涂料股份有限公司的强大轴心。”我们能够从李庚铁部长沉稳有力的话语中，感受到熟悉挑战的NOROO人的力量。如果是一直与他比肩齐驱的沈铉宙课长、李承宰代理与吴承道代理组成的施工项目组的话，我们相信其挑战定会一如既往地取得有价值的结果。

News Briefing



NOROO GROUP 70TH ANNIVERSARY CELEBRATION



NOROO Holdings Co., Ltd.

NOROO控股股份有限公司

NOROO GROUP 70TH ANNIVERSARY CELEBRATION

On October 30th, NOROO Group held a commemorative event at the Anyang Plant Welfare Center to usher in its 70th anniversary that is coming this November 2015. Founded by former president Han Jeong-dae under the name of Daihan Offset Ink in a small wooden building with the purpose of contributing to Korea's economic revival in 1945, NOROO Holdings now boasts industry-leading technology in construction, shipping, automotive, and plastic paint industries and propels itself forward to complete on a global level with its 20 overseas branches and 10 subsidiaries.

The event was held to celebrate the history of challenges that NOROO Group has taken over the past 70 years in order to create a color culture, develop the Korean economy and exploit new overseas markets. Through his speech, president Han Yeong-jae went over the proud achievements of its past and urged to design a greater future for the group by learning and applying valuable lessons from them. Attendees watched a promotional video created in celebration of the 70th anniversary and reflected on the history of NOROO which has been developing alongside the growth of Korea since independence.

The commemoration event was followed by the NOROO Family Photo Exhibition at the Anyang Plant Smart Center, which will be held until November 6th, and offered guests with a pleasant opportunity to realize once again about the value of NOROO and view the company in a new light. Afterwards, long-term employees were congratulated for their service followed by a photo shoot. NOROO accepted rice as gifts, instead of flowers, and donated it to the local community as a means to share the joy of its 70th anniversary with its neighbors.

NOROO集团，创立70周年纪念活动

即将在2015年11月迎来创立70周年的NOROO集团，于10月30日在安养工厂福利馆举行了创立70周年纪念仪式。1945年，为了贡献国家经济复兴，由投身油墨制造领域的创始人韩鼎大会长创立，始于小小木质建筑中的大韩油墨，历经70年时间，现已成长为拥有20多家海外法人与10家分公司的NOROO集团。集团以一流的技术实力在建筑、船舶、汽车、塑料涂料领域引领行业发展，在全球竞争中博得一席之地。

为纪念NOROO集团在韩国经济发展与海外市场开拓中的挑战过程以及涂料文化的创造过程，集团特举办了创立70周年纪念仪式。韩荣宰会长在纪念仪式上发表了演说，他向大家介绍了先辈们创下的骄人业绩，并指出其中有价值的宝贵教训，提出了设计NOROO集团更大、更美好未来的愿景。此外，纪念仪式上大家还共同观赏了为迎接创立70周年而制作的宣传视频，使大家有机会重温光复后的韩国历史，以及与之有着共同轨迹的NOROO发展史。

接下来大家参观了在安养工厂智能中心举办的《NOROO家庭照片展》，将持续展出到11月6日的《NOROO家庭照片展》以全新视角展示了NOROO集团的新面貌，使大家有机会重新认识其价值。纪念仪式后，公司表彰了资深员工并拍摄了纪念照，并将大米捐赠给困难群体共同分享了创立70周年的喜悦。

NOROO GROUP PUBLISHES A COMPANY HISTORY BOOK IN CELEBRATION OF ITS 70TH ANNIVERSARY

NOROO Group published 『70 Years of NOROO』, a book that chronicles the company's history, in commemoration of its 70th anniversary. The book, subtitled "Challenges and Color Culture Creation of 70 Years", objectively describes the company's growth since it was founded in 1945 and consists of four parts: Part One, titled '70 Years of NOROO in Pictures', is composed of a pictorial, Part Two narrates the company's history, Part Three illustrates current images of NOROO, and Part Four contains an overview of the group and its affiliates, and an annex. The book required approximately a year and a half to complete and contains 534 pages.



NOROO GROUP PUBLISHES A COMPANY HISTORY BOOK IN CELEBRATION OF ITS 70TH ANNIVERSARY

In his congratulatory message, President Han Yeong-jae emphasized, "Let's gather all of our strengths together in order to inherit and pass down the founding spirit of NOROO in order to create prosperity and happiness throughout mankind. Let us bring back the enterprising courage of those who came before us, who paved a way in vacant land where no one had ever before set foot in, and open a new path for NOROO to advance to the global stage."

NOROO集团创立70周年纪念册发行

在集团（会长韩荣宰）迎来创立70周年之际，NOROO集团发行了『NOROO集团70年史』。

『NOROO集团70年史』以“挑战与色彩文化创造的70年”为主题，客观地记述了企业从1945年NOROO集团诞生到2015年现今的成长过程。第1章以“用照片记录NOROO集团70年”为主题，第2章是历史叙述，第3章是集团现状画报，第4章是集团与各分公司的现状，最后是附录，历经约1年6个月时间编辑完成，共534页。

集团会长韩荣宰在『NOROO集团70年史』发刊词中强调，“必须继承创业初心，努力创造人类的丰饶与幸福，弘扬前辈们的开拓和进取精神，朝着NOROO集团的未来——全球舞台勇往直前”。

NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

NOROO PAINT & COATINGS MAKES SOCIAL CONTRIBUTIONS AT EUNPYEONG MOUNTAIN VILLAGE WITH SEOUL CITY HALL

NOROO Paint & Coatings performed social contribution activities named 'Energy Welfare Village' at Eunpyeong Mountain Village in collaboration with



NOROO PAINT & COATINGS MAKES SOCIAL CONTRIBUTIONS AT EUNPYEONG MOUNTAIN VILLAGE WITH SEOUL CITY HALL

Seoul City from September 2nd. Eunpyeong Mountain Village has a population of 550 people residing in 270 households with a high concentration of residents over the age of 60. About 89 percent of the houses were built more than 20 years ago and have inadequate cooling and heating. NOROO Paint & Coatings, which has been selected as a 'good company that shares energy (Enuri Company)', painted its own isolation-heat paint, Energy Saver®, on 12 buildings for 50 households and built cool roofs, which have an effect of lowering the indoor temperature by 2~4 degrees during summertime. Employees from Korea Seven, a fellow Enuri Company which donated house repair costs, came out to the site and lent a hand along with Seoul energy social workers and members of Seoul Housing Welfare Cooperative and Energy Care Social Cooperative. Village residents graciously prepared lunch for the staff. With Mountain Village as a start, Seoul City plans to expand the scope of social contribution with Enuri Companies and spread the 'Energy Welfare Village' project all over the city.

NOROO涂料股份有限公司，

与首尔市厅携手在恩平区山沟村开展社会贡献活动

NOROO涂料股份有限公司与首尔市携手，自9月2日起在恩平区山沟村开展了“建设能量福利村”的社会贡献活动。山沟村里生活着270户、550名居民，其中大部分是60岁以上的老人，屋龄20年以上的老旧住宅约占89%，很多家庭的供暖与空调设施都很薄弱。属于“分享能量有益企业（分享企业）”的NOROO涂料股份有限公司在山沟村的12栋建筑、共50户居民的屋顶上涂刷了NOROO涂料股份有限公司的隔热涂料节能小帮手®白色涂料，实施了将夏季室内温度降低2~4度的清爽屋顶项目施工。

当天，在恩平区房屋修缮现场，除NOROO涂料股份有限公司外，同样身为分享企业、在本次活动中捐赠了房屋修缮费用的韩国Korea Seven的员工也来到了现场帮忙，首尔能量福利社、首尔居住福利社会合作社与能量照顾社会合作社的社员们也贡献了自己的力量。此外，居民们也心怀感激之情地准备了午餐共享。首尔市计划以山沟村为开端，与分享企业携手拓宽项目范围，在全首尔传播“建设能量福利村”的模式。

News Briefing



NOROO PAINT & COATINGS DONATES TO DDASAMO CHARITY BAZAAR



28TH ANNIVERSARY OF THE FOUNDING OF NOROO PAINT & COATINGS LABOR UNION

NOROO PAINT & COATINGS DONATES TO DDASAMO CHARITY BAZAAR

On August 23rd, NOROO Paint & Coatings, along with the premium brand, Penelope, and online shopping mall, The Yega, practiced the spirit of sharing at the Ddasamo Charity Bazaar 2015 held by Ddasamo, a celebrity charity group. Ddasamo, which stands for a 'gathering of warm hearted people', is a celebrity volunteer organization made up of numerous Korean stars who have gathered to support the socially underprivileged and take the lead in various social service projects. With their motto as, 'Those who receive love have the responsibility to share that love with more people', the group practices the spirit of sharing by donating their performance fees and volunteering at places in need of help. At this charity event, held exclusively by Ddasamo, items donated by its members and sponsors were sold. All money raised from charity will be delivered to underprivileged children. NOROO Paint & Coatings sponsored PANTONE Premium Paints and Pororo Paint for this event. Numerous celebrities including Kim Jeong-eun, Kim Won-jun, Seo Ji-hye, So Yu-jin, Lee Jun-gi, Ahn Jae-wook, and Jeon Hye-bin participated at the bazaar by actively selling items themselves and offered fans a good time.

NOROO涂料股份有限公司，举办分享捐赠义卖会

艺人慈善团体-温暖人们的集会于8月23日在清潭洞举办了“2015爱与分享义卖会”。NOROO涂料股份有限公司在本次义卖会上与高端品牌Penelope、线上商城The Yega等携手开展了温暖的捐赠、分享活动。“温暖人们的集会”是艺人慈善团体，这里汇集了韩国国内顶级明星，主要是举办支持社会弱势群体与多种社会回馈活动。该慈善团体的宗旨是“获得爱的人肩负着必须将这份额爱传递给更多人的责任”，艺人们通过捐赠出场费、直接奔赴需要志愿活动的地方努力实践分享活动。本次义卖会由“温暖人们的集会”独立主办，主要对会员们的收藏品与赞助商捐赠的产品进行义卖，收益全额捐赠给弱势群体儿童。当天，NOROO涂料股份有限公司赞助了PANTONE Premium Paints与宝露露涂料，金廷恩、金元俊、徐智慧、苏有珍、李准基、安在旭、全慧彬等

艺人纷纷参与，直接进行义卖，给粉丝们留下了愉快的时光。

28TH ANNIVERSARY OF THE FOUNDING OF NOROO PAINT & COATINGS LABOR UNION

On August 21st, NOROO Paint & Coatings celebrated the 28th anniversary of the founding of its labor union and held the 29th Trade Union Congress at the NOROO Welfare Center. The event was divided into two parts. Part 1 was attended by union members and began with the entrance of the union flag. After the commemoration ceremony, the most exemplary union member was awarded and a congratulatory address was given by the president of NOROO Paint & Coatings, Kim Soo-kyong. A raffle event was also held under a heartwarming atmosphere. In Part 2, many representatives of local labor groups including the mayor of Anyang, Ministry of Employment and Labor Anyang Branch, The Federation of Korean Trade Union Gyeonggi Headquarters, and Gyeonggi Metals Division gathered for the event. Chairman Park Yeon-soo stated, "Labor and management at NOROO Paint & Coatings has achieved monumental results in entering a wage agreement without needing negotiations for the 17th year by establishing a labor-management culture of coexistence based on trust. We will constantly strive to create a healthy organizational culture through labor-management cooperation and increase our competitiveness as a company." For this occasion, rice was accepted instead of flowers and delivered to less fortunate neighbors in Anyang.

NOROO涂料股份有限公司工会成立28周年纪念活动

8月21日，NOROO涂料股份有限公司工会成立28周年纪念仪式暨第29届定期代表员大会于NOROO福利馆举行，众多公司内外来宾前来参与本次活动。活动分为2个部分，第1部分由NOROO涂料股份有限公司工会成员们参与，以工会旗入场为开端，纪念仪式后又分别进行了模范工会成员颁奖、NOROO涂料股份有限公司金守经社长致辞、幸运券抽奖等，活动氛围热烈。第2部分邀请到安养市长、韩国劳动部安养支厅、韩国工会总联盟京畿本部、京畿金属本部等地区的众多劳动届负责人出席，令活动大放异彩。



DULUX PAINT COVERS HOTEL THE DESIGNERS HONGDAE

NOROO涂料股份有限公司朴研修委员长表示，“NOROO涂料股份有限公司构建了基于劳资之间相互信赖的共生劳资文化，到今年为止已经是连续17年无纠纷了，树立了签订工资协议的丰碑。未来也将以通过劳资和谐构筑健康公司文化、提高公司竞争力回报大家”。当天活动中以米代替祝贺花环，将收到的米赠给了安养地区的困难邻居。

DULUX PAINT COVERS HOTEL THE DESIGNERS HONGDAE

AkzoNobel's Dulux paint, which is sold by NOROO Paint & Coatings through a partnership, was used to paint the interior of Hotel the Designers Hongdae through NOROO Paint & Coatings North Seoul Branch. The Designers Hotel is recognized for its sensual and bold designs created by Korean designers who possess great potential. Each floor showcases a different design and concept. The design manager of the hotel stated that they chose to use the Dulux paint since its low odor and fast drying effect will allow them to finish the construction without having to temporarily close the hotel. Dulux is a deco paint brand owned by AkzoNobel. In August 2014, the brand entered into a strategic partnership with NOROO Paint & Coatings and launched in Korea. Its environmentally-friendly, water-based paint is offered in various colors that suits the tastes of consumers. The fast drying, odor-free paint is highly regarded by consumers around the globe who are interested in interior design.

The Designers酒店（弘大店），多乐士涂料施工

通过NOROO涂料股份有限公司首尔分店的努力，NOROO涂料股份有限公司以合作伙伴关系销售的阿克苏诺贝尔旗下的多乐士涂料，在The Designers酒店（弘大店）内开始施工使用。The Designers酒店是韩国极具潜力设计师融合感性和挑战而设计建成的；各层均采用不同的设计，主题型客房中蕴含着新颖魅力。The Designers酒店的设计负责人表示，由于酒店本身的特点，决定施工期间不能中断营业，因此酒店选择了无味、可快速作业的多乐士产品进行施工。多乐士是全球阿克苏诺贝尔旗下的装饰涂料品牌，2014年8月与NOROO涂料股份有限公司携手建立战略合作伙伴关系并在韩国国内上市，其



NOROO PAINT & COATINGS REPAIRS OLD TRAFFIC LANES IN GWANPYEONG-RO, ANYANG

特点是产品为绿色环保水性涂料，并拥有消费者喜好的多种颜色。多乐士涂料干得快、味道淡，在海外一直备受室内装饰消费者的喜爱。

NOROO PAINT & COATINGS REPAIRS OLD TRAFFIC LANES IN GWANPYEONG-RO, ANYANG

NOROO Paint & Coatings Direct Sales Division conducted a repainting project for old traffic lanes in Gwanpyeong-ro, Anyang. Through this construction, 29,532 meters of old lines were remarked with NOROO's methyl methacrylate (MMA) paint. Through this opportunity, the Direct Sales Division plans to focus on expanding MMA lane installations. MMA two-component marking refers to a method that mixes a liquid hardener with an acrylic high-molecular compound in the MMA structure to speed up the curing rate, marks lines with a two-component road line marking machine, and then applies glass granules to quickly fix the paint before it dries.

NOROO涂料股份有限公司安养市串坪路老旧车线涂色工程

安养市串坪路老旧车线涂色工程，由NOROO涂料股份有限公司的直销事业部施工项目组进行施工。本次工程中，共29,532m的老旧道路车线，使用NOROO涂料股份有限公司的常温硬化型（MMA）涂料全新涂色，施工项目组意欲扩大MMA车线的涂色工程，计划集中施工。常温硬化型双组分车线涂色是指为确保较快的硬化速度，在拥有Methyl Methacrylate (MMA) 结构的丙烯系高分子化合物主材中混合液态硬化材料，使用二组分车线涂色线专用涂装机涂布后，在硬化干燥前喷洒玻璃颗粒进行固着的工艺。

News Briefing

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NOROO QUARTERLY MAGAZINE



NOROO CHEMICALS ACCREDITED AS AN OUTSTANDING G-LABOR-MANAGEMENT COMPANY



NOROO Chemicals Co., Ltd.

NOROO化工有限公司

NOROO CHEMICALS ACCREDITED AS AN OUTSTANDING G-LABOR-MANAGEMENT COMPANY

On September 16th, NOROO Chemicals was chosen as a G-Labor-Management Company and received a certification from Gyeonggi Governor, Nam Kyung-pil, at the G-Labor-Management Award Ceremony which took place prior to the Gyeonggi regional labor and management consultation meeting at the Gyeonggi Labor Welfare Center in Suwon. The G-Labor-Management Company Award certifies small and medium businesses based in Gyeonggi-do in which labor disputes have not occurred in the past two years and showcases successful co-operation between labor and management. Rewards include labor-management cooperation expense of 2 million KRW, preferential fund screening for SMEs, preferential credit guarantees, and additional points when applying for G-Family Cluster project. NOROO Chemicals received certification for its labor-management cooperation, labor improvement, and job creation.

On this day, five companies other than NOROO Chemical, including Sung Shin Cement Guri Plant, Faurecia Korea, Sinan Transportation, TDK Korea, Daewon Chemical, were chosen as outstanding G-Labor-Management Companies. At the regional labor and management consultation meeting, Governor Nam Kyung-pil stressed for increased efforts in creating jobs through cooperation between labor, management, civic groups and the government. "The most important mission of Gyeonggi-do is job creation", emphasized the governor. Gyeonggi Labor Management Council announced the 'Gyeonggi-do labor, management, civic, and government joint cooperation agreement', which includes five missions such as wage system rationalization, improving lengthy working hours, win-win cooperation of prime contractors and subcontractors and eliminating the differences between workers, developing human resources customized to regions and industries,

and creating quality jobs. Members of the council asserted their determination to work together in developing the regional economy and promoting happiness among residents through creating quality jobs and a cooperative labor-management relationship.

NOROO化工有限公司，荣获G-劳资共生优秀企业认证奖牌

NOROO化工有限公司于9月16日，在位于水原的京畿综合劳动福利会馆召开的京畿道劳资民政协议会会议前，举办的G-劳资共生优秀企业授予仪式上，被评选为G-劳资共生优秀企业，并获得京畿道知事南景必授予的认证奖牌。G-劳资共生优秀企业是对最近2年未发生劳资纠纷、在劳资共生合作等方面，成为其他营业机构模范，对于京畿道内中小企业进行认证的项目。被选定为优秀企业后将获得200万韩元的劳资共生合作费、中小企业扶植资金审查优待及信用保证优待，在G-家族集群单位事业支援时，也将被赋予优先权。NOROO化工有限公司因其对劳资共生合作与改善劳动条件、创出工作岗位所做出的贡献而荣获本次认证奖牌。

本次授予仪式上，除NOROO化工有限公司外，韩国星信洋灰股份有限公司的铜工厂、韩国佛吉亚排气控制系统、新安运输股份有限公司、TDK韩国股份有限公司、大元化成股份有限公司等5家企业也被评选为G-劳资共生优秀企业。之后召开的劳资民政协议会会议上，京畿道知事南景必强调大家应努力通过劳资民间合作与和谐创出工作岗位，他还强调，“京畿道厅的当务之急是创出工作岗位”。京畿道劳资民政协议会发表了涵盖工资体系合理化、长期劳动条件改善、缩小原-分包共生合作与劳动者间差距、开发地区·产业定制式人力资源、创出优秀工作岗位等5大实践课题的“京畿道劳资民政协生合作共同实践协议书”，决议通过往后将继续创出优秀工作岗位与共生的劳资关系，为发展地区经济、增进居民幸福而共同努力。

Behind Cut



Local employees at Jiangsu NOROO BEE Chemical gathered in the lobby of their headquarters for a photo shoot and shouted "Jia you!", an encouraging phrase in Chinese. As the photo shoot proceeded, their voices did not subside, but instead became louder in unison.

为拍照而齐聚于中国江苏NOROO碧化学有限公司大厅的中国员工，高喊着“加油！”在反复的拍照过程中，他们的口号声非但没有减弱，反而更加激昂响亮、整齐如一。



The autumn sunshine was exceptionally bright and warm on the day of the photo shoot of the Direct Sales Division at NOROO Paint & Coatings. We look forward to the great success of these four handsome men!

NOROO涂料股份有限公司直销事业部施工项目组拍照当天，秋日的阳光格外闪耀、明亮。成为枫树下帅气秋日男子的四位男士！期待他们在未来也帅气表现！

