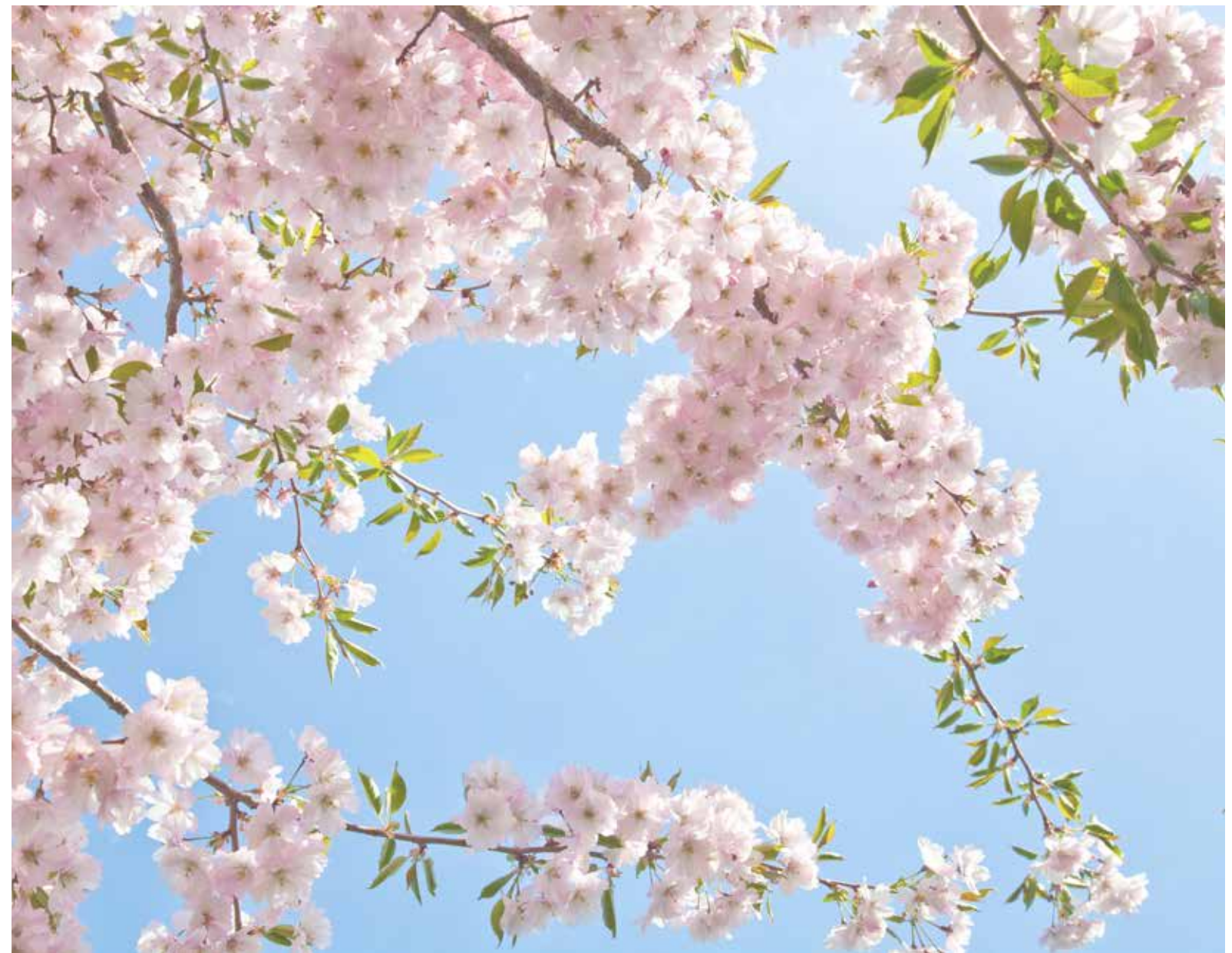


NOROO



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the Flower

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A Flower for You

Hans Christian Andersen once said the following in his writing: “Just living is not enough... One must have sunshine, freedom, and a little flower.” You might ask, what’s the big deal about flowers? It’s just another element that was made in order to maintain the balance in the ecosys-tem, right? But if you’ve ever received flowers from someone or ever looked at flowers over a long period of time, you’ll know why they matter. It’s the fluttering feeling you experience when giving and receiving flowers and discovering the beauty and mysteries of life from a mere flower petal. Here’s a flower for you to appreciate its true worth.

鲜花送给你

安徒生曾经说过，仅仅活着是不够的，总该有阳光、自由和一朵小花。可能有人会问，花有那么重要吗？花可能会被认作是为了生态系统的平衡而存在的。但倘若你收到花，亦或长久地凝望眼前的花，那定会知晓其中的原因了。若你体会过送花时的悸动与收花时的欢喜；若你能在花瓣中找到生命的奥秘与美丽，那我想将花献给满心喜悦的你。

Life Blossoms at Middle Age, not in One’s Youth

Camellia blossoms signal the arrival of spring. Red camellias wake up plum flowers, and white and red plum blossoms urge yellow cornelian cherry flowers, which hurry the cherry blossoms. Then, when cherry blossoms begin to decorate everywhere, spring colors the country with forsythias, azaleas and royal azaleas. Spring, a festival of flowers, will soon be unfolded in front of us.

花非青年、而是中年

送来春之讯息的花是山茶花。红红的山茶花唤醒梅花，白梅与红梅叫醒黄色山茱萸，山茱萸催促着樱花，樱花铺天盖地开遍后，连翘花、金达莱与山踯躅的绽放便晕染了整个春天。我们即将迎来的春天，是花的盛宴。

Written by Yoo Seon-gyeong

As a radio broadcasting writer with 24 years of experience, Yoo currently writes broadcasting manuscripts for the KBS Classic FM <Start a Day with FM>. Her books include 'Instead of a flower', 'A Sudden Question; the First Story', 'A Sudden Question; the Second Story', and 'Because I am timid'.

文 · Yoo Seon-gyeong

拥有24年经验的广播作家，现为KBS经典FM《与FM一同出发》广播原稿执笔作家。著书包括《因无花而用它代替》、《蓦然一问，第一个故事》、《蓦然一问，第二个故事》、《谨慎而如此》。

Youth is often compared to the flower (of life). However, I think that the comparison is made by only looking at the appearance of a flower. Of course, there are similarities such as that they are all beautiful, their lifespan is short, and they bloom only once a year. But flowers don’t bloom suddenly like love at first sight. Those flowers that bloom in order like a relay race go through a period of long preparation and waiting. As for the flower that spawns from a seed, capturing the seed is required in the previous autumn, while as for the flower that spawns from roots such as tulips or daffodils, it needs to be planted two seasons earlier. Capturing seeds in autumn and planting roots in winter are the activities that all of us can do, through the belief that spring will come. It is no different for the flowers blooming on trees such as camellia, plum, magnolias, and cherry blossoms. After completing differentiation between flower bud and leaf bud long before winter, they are resolutely prepared by becoming winter buds, as if wearing a coat, to endure a long, cold winter. Finally, with the onset of soft and warm spring sunshine, like midday restfulness, touches its skin, the buds reveal their insides. All the buds come into bloom. Therefore, flowers blooming in spring tend to be middle-aged. Like how a chicken was once an egg and a frog a tadpole, a flower goes through its period of being a seed, with the flower bud personifying youth. Without thorough preparation and waiting, there won’t be any next step. It illustrates the most important virtues of youth. It emphasizes that the seed and flower bud shouldn’t be lost or forgotten under any circumstances, i.e. they represent hope and waiting.

However, the flower is neither the end nor the result. It is the start and a process. Spring doesn’t come so easily. How many flowers become frozen to death due to the last cold snap, being jealous of all the blooming flowers? Many young prematurely-blown flowers were frozen to death, underestimating the cold and thinking that it might be okay to bloom at this time. There must be hardship before the flower blooms. In order to attract pollinators like bees, butterflies, birds, or wind, its holds back on sprouting the leaves. Propagation is the reason for flowers’ existence. When a flower blooms, it means that it is time to take a definitive action and make efforts to fulfill cherished hope. Even if you are exhausted, if you are overcome with flowers, drinks, and candles at an orchard in the spring, you can’t expect a fall harvest. Such a physiology of the flower is similar to that of being middle-aged in life. Although it was hard to bloom, you can’t think about resting after that, because this is the period when most things begin to happen at work and home and in your life, and you have to work the most. The rest of your life depends on how to spend this period of life. The fruits of autumn and new seeds are the result of how the plant spent its season of flowering.

Youth and being middle-aged don’t occur in a straight line in the course of one’s life, but instead alternate like the ebb and flow of a tide. There are times when the attitudes and outlooks of youth are necessary and when those who are middle-aged are necessary. A flower bears three different times – past (seeds), present (flower), and future (fruit). We are truly like a flower.

时常有人将花比喻为青年，但我却觉得这种比喻应是只看见了花的外表。当然二者也确有相似之处，诸如美丽、短暂、一去不复返……，但花绝非是犹如一见钟情的爱情般某天突然绽放的。对于仿若接力般依次展现在我们面前的花儿而言，‘绽放’需要长时间的准备与等待。

种子繁殖的花必须在前一年的秋天储备好种子，郁金香或水仙花等以球茎繁殖的花则必须在一、两个季节前栽种。秋天储备种子、冬天栽种球茎都是深信春天会到来而做的准备。山茶、梅花、玉兰、樱花等绽放在树上的花也别无不同，在冬天来临的很长时间以前完成花芽与叶芽的分化，以犹如外套般的冬芽将其牢牢武装后度过寒冷漫长的冬天，最后在温柔、和煦的春日阳光轻抚下伸着懒腰冒出头来，瞬间绽放出最缤纷的花朵。所以，将春天里绽放的花说成是中年才比较贴切。正如鸡有鸡蛋时期、青蛙有蝌蚪时期一般，花有种子与花芽时期，我想此时反而才是花儿的青年期吧。倘若没有完全的准备与等待，则无法延续至下一阶段。青年时期最重要的美德是什么？那就是在任何情形下都不应该丢弃或忘记的种子与花芽，即希望与等待。

但是，花既非结束、更非结果，现在方为开始，且仅是过程。春天绝非如此轻易地到来，在春天来临之前必有一段嫉妒花开的春寒，而其中又有多少花因此而被冻死呢？那些因为春天来了而早早地放松警戒，毫无准备地提前开放，最终却被春寒冻死的花儿告诉我们花开前绝对存在着考验。纵使如此，不先长出叶子的理由是为了使蜜蜂、蝴蝶、鸟、风等媒人能够轻松地找来。于花而言，繁殖是其存在的理由，开花是应将迄今为止的夙愿以具体行动付诸实践、努力之时期的信号。纵使万般困倦，倘若在春天的果园中一直沉醉于花、酒与烛火，则无法期待秋天的收获。花的此种品性与中年期相似。纵使等待开花的过程非常辛苦，但却不能因花的绽放而放松休息。职场、家庭及人生中最多的事情在此时发生，此阶段也必须完成最多的工作，故而如何度过此时期决定着余生。秋天结出的果实与其中的种子，是延续如何度过花期的结果。

青年期与中年期的时间并非直线前进，而是如涨潮与退潮般反复来回。人生中有需要青年姿态的时期，也有需要中年姿态的时期。一朵花中蕴含了名为种子的过去、名为花的现在以及名为果实的未来。诚然，愿您的人生如花。

Spring Comes, Strewing Flowers

The late poet and novelist Pi Chun-deuk starts his essay Spring with the following phrase from Edna St. Vincent Millay’s poem by the same title: Life in itself/ Is nothing,/ An empty cup, a flight of uncarpeted stairs./ It is not enough that yearly, down this hill,/ April/ Comes like an idiot, babbling and strewing flowers. Pi counters Millay’s argument, however, by saying that ordinary people such as himself await spring because it is no small privilege to enjoy 40 springs where “Dandelions and violets bloom, followed by azaleas, forsythia, peach blossoms, apricot blossoms, lilac and musk rose.” He said that it is such a relief that spring comes even for people who are over the age of forty. Let us welcome the season of spring by acquainting ourselves with more stories related to flowers.



花瓣飞舞春天来了

已故诗人、小说家皮千得老师的散文集《春》当中，以埃德娜·圣·文森特·米莱的诗句开始。“人生是空酒杯、未铺地毯的楼梯，四月犹如傻瓜般喃喃自语，撒花而来”。但皮千得老师却说，诸如自己这般流俗之人等待着春天，享受着四十载“蒲公英与紫罗兰开了，金达莱与迎春花开了，桃花、杏花、紫丁香与麝香玫瑰也随之开放的春天”绝非单纯的小祝福。对于年过四十的人而言，春天的到来也实属万幸之事。作为祝福朝着我们款款而来的春天，让我们以花的故事相迎。



CONFUCIAN SCHOLARS AND APRICOT BLOSSOMS

Apricot blossoms were adored by Confucian scholars of the Joseon Dynasty. They considered the flower that bloomed in early spring amidst the remaining snow to be their ideal plant and showed their admiration by composing poems on and producing paintings of the flower. Prince Gangyang Yi Jeong was said to have placed an apricot blossom branch by his sickbed and composed a poem right before he passed away and Yi Hwang left a will saying, “Water my apricot blossom plant.” Late Joseon period painter Jo Hui-ryeong is also a renowned apricot blossom lover. The following essay reveals his love for apricot blossoms:

“I am enamored with apricot blossoms. I placed the large apricot blossom folding screen that I have painted by my bed, use an ink stone with an apricot blossom poem inscription and use an ink stick that has been stored in a private school named apricot blossom. I am planning on composing 100 poems about apricot blossoms and once they are complete, I hope to hang a plaque that reads ‘Building with one hundred apricot flowers’ to express my appreciation for the flower. When I have trouble composing a poem, I sip some apricot blossom tea to quench my thirst.” He also left a fetching apricot blossom painting, saying that “Each stem must be bold as if grabbing the throat of a dragon and tackling a tiger, and each flower must be as dainty as a fairy from the heavens.”

儒生与梅花

朝鲜的儒生们在早春残雪中，将开放的梅花视为心中崇敬的君子，在吟诗作画间极为偏爱。江阳君李定折梅枝并贴鼻作诗后才离世，而李滉则留下了“给梅花花盆浇水”的遗言。朝鲜后期画家赵熙龙的爱梅之心也非常恳切，让我们看看他是怎么说的。

“我非常喜欢梅花，我所画的梅花大屏风被安放于寝卧处。我用着刻有梅花诗的砚台和陈藏在梅花私塾里的墨。将来我要作百首梅花诗，待到诗作完成，我要在住处挂上写有”梅花百咏楼”的匾额，痛快表达我喜爱梅花之意。但因诗并非能轻松作出之故，我只能孤独地反复吟诵，在口干舌燥之际饮用梅花茶。”诸如这般钟爱梅花的他曾说，“尽管只有一条梅枝，也须画如捉龙缚虎般苍劲；纵使只画一朵梅花，亦须绘如天上仙女般曼妙”，他给后人留下了许多画风大胆梅花图。



SPOONFUL OF FLOWERS, SPOONFUL OF SPRING

One of the best ways of enjoying flowers is to eat them. Azalea, chrysanthemums and acacia are well-known for being edible flowers. Even though it wasn’t very filling, children ate acacia petals and women griddled pancakes with azalea petals at the center because colorful flowers make the food look tastier. Flower tea and flower liquor are good for enjoying the aroma and have medicinal effects. Cherry blossom tea was used as a cure for hangovers and food poisoning since long ago and magnolia tea was effective in relieving nasal inflammation and headaches. Acacia tea fermented in honey is good for the skin. Flower-added alcohol include chrysanthemum liquor, azalea liquor, violet liquor, iris liquor, chestnut blossom liquor and many others. In the West, people also used flowers to overcome fatigue. They were also used for getting rid of contagious diseases and treating depression.

一口花，一口春

享受花乐趣的众多方法中最直接的当然是把花吞进身体里了。金达莱、菊花、洋槐花是颇具代表性的食用花。虽然无法果腹，但孩子们还是会大把大把地捋下洋槐花塞入口中；妇女们也会在白白的饼上放上金达莱，煎出颇费功夫的花饼。有句俗语称“红装”，是指花的绚丽令其变得美味之意。花茶与花酒也散发着花香，而且花还非常适合作为药效饮用下肚。樱花茶自古以来就被用作宿醉与食物中毒的解毒剂；散发着淡雅薄荷香的玉兰花茶对鼻炎与头痛有疗效；而将洋槐花浸于蜂蜜中发酵而成的洋槐花茶则对皮肤很好。用花酿成的佳香酒（加香酒），不仅包括带有菊花的菊花酒与使用金达莱酿成的杜鹃酒，还有紫罗兰花酒、菖蒲酒、栗花酒等各种各样的花瓣酒。西方也是自古以来就用花来缓解身心疲劳，以及将花用于祛除传染病与害虫、治疗抑郁症等多种领域。



BOUQUET AND BOUTONNIÈRES

Flowers are never absent in weddings. Both the color and aroma are important, and the ambience of the wedding depends on whether one uses real or artificial flowers. Real flowers give off a refreshing feel to the space. The king of all flowers at a wedding is the bouquet. The word ‘bouquet’ comes from the French word meaning ‘bunch’ or ‘bundle’ and originated from the custom of the groom putting together a collection of flowers to present to the bride for the wedding. The bride then returned one flower to the groom to show her appreciation and affection toward him. This is the origin of a boutonniere, which is generally tucked inside the left chest of the groom. At urban weddings, bouquets tend to be expensive as they are made by professionals using high quality flowers. These days, however, an increasing number of couples use a simple bouquet for their weddings. Celebrity couple Won Bin and Lee Na-young who became married on the fields of Gangwon Province using a bouquet that they assembled themselves is a leading example. A bouquet made by your lover is surely much more precious than store-bought expensive flowers.

手捧花与胸花（Boutonniere）

婚礼上必不可少的当然就是花了。在这里，不仅模样重要、香气也很重要，使用鲜花和使用假花的婚礼现场的气氛也截然不同，人们在用鲜花装饰的空间内更能感受到清新氛围。婚礼中的花中之花是手捧花。Bouquet在法语中的意思是“束、捆”，起源于为了结婚，新郎亲自折下并制成花束后送给新娘的习俗。新娘从该花束中取出一朵后再还给新郎，以表谢意与爱意，这就是新郎左胸上插胸花的由来。城市婚礼上大多使用由专人以高档花手工制成的昂贵手捧花，但最近以朴素捧花简办婚礼的新人也越来越多。其中具有代表的是在江原道田野上举行婚礼，并用亲手折下的野花做手捧花与胸花的元彬与李娜英夫妇。心上人所给的花之美当然是任何昂贵的花都无法比拟的。



MILLION ROSES

Like apricot blossoms, orchids and chrysanthemums in Korea, rose is the muse for western artists. Regarding the flower which allegedly bloomed from the tear drops shed by Aphrodite after losing her lover Adonis, Rainer Maria Rilke wrote, “Rose, oh pure contradiction, desire to be no one’s sleep beneath so many lids.” When mentioning rose, we cannot leave out the story of Georgian primitivist painter Niko Pirosmani (1862~1918). He was a railway worker and lived all his life poor while painting pictures alone without attaining any recognition. Pirosmani is also known as the protagonist of the song Million Roses. Upon hearing that the actress whom he admired was visiting his area for a performance, he spent all of his fortune and filled the plaza in front of her hotel with roses. After a short meeting, however, the actress left him forever. His story was posthumously made into a song. Koreans are familiar with the song because singer Sim Soo-bong performed a cover of the song in Korean with slightly different lyrics but still maintaining the clarity and sorrow of the original song.

百万朵玫瑰

如同韩国的梅花、兰花及菊花一样，玫瑰是西方艺术家们的好友。相传玫瑰绽放于阿佛洛狄忒失去她的恋人阿多尼斯后所落下的泪水中，里尔克曾赞颂玫瑰说，“玫瑰，啊，纯粹的矛盾，在那么多人的眼下不成为任何人负担的喜悦”。玫瑰在乔治亚（格鲁吉亚）不幸画家尼科·皮罗斯马尼（Niko Pirosmani, 1862~1918）的故事中是不可或缺的。身为铁路工人，在贫穷中独自作画，最后凄凉死去的他就是歌曲《百万朵玫瑰》的主人公。他在听到自己单恋的女演员要来表演的消息后变卖了全部财产，在她下榻酒店前的广场上摆满了玫瑰花，但在转瞬即逝的短暂见面后，她永远地离开了。他死后，这如同小说般的故事被制作成了歌曲，歌词虽然稍有不同，但沈守峰的《百万朵玫瑰》还是表达出了其隽永与惆怅，留给我们一首哀伤的歌曲。

GOLDEN TULIP

With its straight stalk and leaf, the tulip has impressively colorful petals that spread open like a crown. Tulips are well-revered for their elegant yet powerful image and flamboyant yet graceful charm. It was during the 17th century in the Netherlands, however, that the flower exploded in popularity. Referred to then as ‘tulip mania’, the period helps to make one ponder as to what happens when humans become overly greedy about something. In The Netherlands, which accumulated wealth during the age of exploration through crop trading, the newly introduced tulip was sold for a high price to wealthy plant collectors. As demand increased, the price sky-rocketed quickly, resulting in a tulip speculation by noblemen, servants and even the custodians who thought they could get a lot of money out of investing in a tulip bulb. They literally had to sell their homes to buy just one bulb of a tulip plant. In the end, prices dropped to 1/1000. What did people think when they saw a tulip root back then? Were they able to truly appreciate the beauty of a tulip blossom?

黄金郁金香

郁金香以其笔直的花轴与叶子、顶端犹如王冠般张开的各色花朵给人留下深刻印象，它以优雅坚韧、华丽雅致的形象广受喜爱。不过，在17世纪的荷兰郁金香受到人们疯狂的推崇喜爱，其辉煌程度至今仍未能复现。郁金香泡沫事件，充分展现了人类因贪欲所带来的荒唐毁灭性结局。当时的荷兰因大航海时代与种植产业而繁荣，被视为新作物的郁金香以高价在富裕阶层的植物爱好者间相互交易。随着需求不断增加，价格也在短时间内异常、迅猛地增长，抱着“一个郁金香球茎能换一套房子”的想法，上至贵族下至佣人、清洁工全都投身于郁金香投机行列，结果造成了必须变卖一栋房子才买得起郁金香的局面。后来，政府终止了投机式的郁金香交易，其价格暴跌至原来的数千分之一。看着郁金香根，当时人们究竟是怎么想的呢？是否真能感受到郁金香盛开的美丽呢？



THANK YOU, CARNATION

During the month of May, carnations become most common and most precious at the same time. We express our gratitude to our teachers and parents by pinning a carnation to their chest. Carnations have strong stalks and bloom in many layers of petals, which make them long-lasting and therefore ideal for gifting to others. The tradition of pinning a carnation to parents started out by a woman during the early 20th century. Anna Jarvis pinned carnations to her chest in honor of her late mother and embarked on a campaign to make “Mother’s Day” a recognized holiday. In 1914, United States proclaimed the second Sunday of May as Mother’s Day. Korea has designated May 8 as Mother’s Day since 1956 and later changed it to Parent’s Day in 1973. Children fold color paper carnations with their small hands and press the flower onto their parents’ chests. What a great flower to show one’s indebtedness!

谢谢，康乃馨

每到5月，最常见的也变得最贵的花就是康乃馨。我们能通过一朵康乃馨，向值得感恩的老师、深爱的父母献上平时羞于说出口的感谢的话语。康乃馨的花轴结实、层叠的花瓣会慢慢开放而且花期较长，非常适合作为礼物赠送。为父母献上康乃馨的风俗起源于20世纪初美国某位女性的轶事。安娜·贾维斯为追慕已故母亲，在胸前佩戴康乃馨，开展了寓意重温母爱的“母亲节”运动。1914年，美国将5月第二周定为母亲节，韩国自1956年起将5月8日定为母亲节，此后于1973年改称双亲节，孩子们会在当天用稚嫩的双手折出彩纸康乃馨并戴在父母的胸前。康乃馨，因能够传递爱而值得感谢的花。



FLOWER LANGUAGE

As if it was not enough to just admire them, people have been creating flower language to add further meaning to flowers. ‘Flower sleep’ refers to the night of one’s honeymoon’ and ‘flower grave’ refers to the grave of those who died at an early age. ‘Flower age’ means the younger days of a person’s life and age spots on one’s face are called ‘afterlife flower’. Shades of flower trees are referred to as ‘flower shade’ and clouds that appear in different colors are called ‘flower clouds’. Rain that scatters like flower petals are called ‘flower rain’ and the rings around the sun and moon are known as ‘sun flower’ and ‘moon flower’ in Gangwon and Gyeongnam provinces. Fishers named waves that created white foam to be known as ‘water flower’. Spray of water can be replaced by words such as ‘flower spray’ and ‘flower bud spray’. Don’t the words remind you of numerous flower petals being blown away by the wind and flower petals that fall like snowflakes? In North Korea, they refer to rashes as ‘flower fever’, which give off a different feel compared to the original word, rash.

以花倾诉

若只是用眼睛欣赏花的美也太可惜了，故而古人们将花加入话语中，以传达其意。例如意指新婚之夜的花夜；指代英年早逝之墓的花墓；正当茂年称为芳年；长者的脸上长出老年斑，则称为花纹，通过这种方法抚平起伏的心态。纵使同为影子，花木的荫荫也被捧为花阴；云彩被染为多种颜色后就成了花彩云；仿若花瓣般洒下的雨被称为花雨；日晕与月晕在江原与庆南地区还分别被称为日花、月花；渔夫们将泛着白色泡沫的水波称为水花，另外还有代指海浪的浪花等。在医学用语中也有花，“发花疹”一词在朝鲜语中表示身体上发疹斑。纵使症状相同，但词语不同产生的感觉也大不相同呢。



Preparing for NOROO Centennial with Ethical Management

COMPLIANCE & COMMUNICATION OFFICE AT NOROO HOLDINGS CO., LTD.

Last January, the Compliance & Communication Office was newly installed at NOROO Holdings Co., Ltd. as a direct advisory body for Han Young-jae. The decision was made because ethical management based on the common value system and culture of NOROO Group was crucial in order for us to position ourselves as a global company amidst the increasingly fierce and competitive atmosphere of the business. Composed of Senior Director Won-seok Han, Deputy General Manager Dae-gyu Lee who is in charge of legal affairs, Manager Tae-joon Moon who is in charge of information protection, Manager Zev Lee who is in charge of policies & procedures, Assistant Manager Oh-young Park who is in charge of ethical standards and corporate culture, the Compliance & Communication Office is about to take a bold step forward to effectively operate as the help desk to NOROO's ethical management system.

用伦理经营来迎接百年NOROO

NOROO控股股份有限公司伦理经营室

今年1月，NOROO控股股份有限公司新设了直属韩荣宰会长的伦理经营室。为了在日益激烈的竞争环境中跃身成为名副其实的全球企业，以NOROO人的共同价值与文化为基础的伦理经营是必不可少的，基于此理念，公司设立了伦理经营室。伦理经营室以韩元硕常务为领导，由法务负责人李大圭次长、信息安全负责人文太俊课长、政策/流程负责人李大熙课长、伦理规范/组织文化负责人朴梧映代理共同构成，伦理经营室将为发挥NOROO伦理经营咨询台职能，正式开始活动。

THE HELP DESK, COMPLIANCE & COMMUNICATION OFFICE

“Some people think of ‘restriction’ or ‘critique’ when they hear the words ‘ethical management’.

Simply put, however, the Compliance & Communication Office helps employees to better perform their work. Clear standards and procedures improve the efficiency of management activity.”

Deputy General Manager Dae-gyu Lee kindly explained to me with a smile on his face when I said that I feel more nervous than usual to interview the Compliance & Communication Office because the name of the department feels somewhat stiff and bureaucratic. “Gathering a group of people who have different ideas and standards can result in slow communication and judgment. Which is why ethical management is important; it suggests the direction and criteria of selection that the employees must pursue and results in supporting the efficiency of group activity from the management’s point of view. When employees think and act under a united standard, communication becomes more convenient and judgments can be made faster and more precisely. We act as a help desk that stipulates such standards and organizes regulations and procedures.”

Manager Zev Lee added to Deputy General Manager Dae-gyu Lee’s words. “Going a step further from focusing on corporate culture, we focus on current operations and suggest values, standards as well as practical guidelines. Everything, of course, is based on NOROO Way. NOROO Way is the management philosophy newly launched in 2012 based on NOROO’s building foundation. The action plan of NOROO Way is ethical management and the first step of that is ethical standards.”

咨询台，伦理经营室

“听到伦理经营一词，想必有很多人会想到严厉的制裁或指责。但是简单来说，伦理经营室其实就是为职员提供帮助的地方，明确的规定与流程能够帮助提高经营活动的效率。”

原以为伦理经营室带有严格、强硬的印象，记者显得比平时更为紧张。面对我们的记者，李大圭次长面带微笑地娓娓道来。“想法与判断标准相同的人聚在一起工作，可能会使沟通与决策效率变得缓慢。因此，企业伦理制定了一个职员们应该前进的方向与选择准则，希望由此提高经营组织活动的效率。倘若职员们的想法与举止在相同的标准下完成，那么沟通将变得更为方便、判断也将变得更为快速准确。其实我们就是一个明确标准，整備规范与流程并提供帮助的咨询台。”

李大圭次长说完，李大熙课长又继续补充说道，“我们超越了聚焦于组织文化的层面，着眼于现场业务，同时提出有关价值、标准及业务的实际指南。我们所有的提案都以NOROO Way为基础。可以说2012年以创立理念为基础新提出的经营哲学NOROO Way实践方案即为伦理经营、首个出发点即为伦理规范。”



BE HAPPY
at NOROO.

This poster, which can be found throughout NOROO workplaces, was created as the first campaign of the Compliance & Communication Office to encourage employees to work in a cheerful and energetic environment. It contains the message to become Believable, Efficient, Harmonious, Accomplished, Productive, Positive and Youthful NOROO employees and work happily at NOROO Group.

最近NOROO随处可见的海报是伦理经营室发起的第一项举措，旨在建设活泼、充满能量的业务环境。海报向我们展示了NOROO集团将为所有NOROO人打造Believable-可信赖的、Efficient-有效率的、Harmonious-和谐的、Accomplished-多才多能的、Productive-生产性的、Positive-积极的、Youthful-活力四射的工作环境。

IMPLEMENTATION OF NOROO WAY

In order to closely connect NOROO Way’s values with field operations, the Compliance & Communication Office also handles legal affairs and information protection in addition to ethical standards and policy.

“All contents and information produced at NOROO are assets of the company. They are shared and forwarded using digital media. We are in charge of instructing and promoting understanding of how to protect information during that process”, mentioned Manager Tae-joon Moon as he compared the job to a repetitive fire drill. “Repeated practice will allow us to immediately respond to emergency fire outbreaks. Same with information protection. Regular events and training that check information protection standards and procedures will minimize losses.”

Legal affairs is necessary for risk management as well. Deputy General Manager Daegyuu Lee, who is in charge of legal affairs, said, “When the responsible party, related organizations and procedures are designated, response becomes much faster during emergency situations.” He added that a common form of process support that can be applied identically to each affiliated organization will allow for more effective risk management. Assistant Manager Oh-young Park said that the areas covered by the legal affairs team were not designated by external standards but rather were selected according to the prioritized internal needs of the company and stressed that they will reflect various requests by employees through active communication.

PREPARING FOR THE FUTURE THROUGH COMMUNICATION

Communication is one of the keywords for the Compliance & Communication Office in carrying out their work in 2016. “Our major goal is to communicate across the entire company,” illustrated Assistant Manager Oh-young Park, with her voice full of expectation and resolution. “True Ethical management will become possible when NOROO employees’ questions and opinions actively crisscross like how the work areas of the Compliance & Communication Office overlap. Based on such communication, NOROO will be equipped to set out as a centennial group.”

This is probably why ethical standards include Corporate Social Responsibility, protecting the environment and sustainable growth. The desire to serve one’s country through business operations, the backbone of NOROO’s founding philosophy, is going beyond Korea and is now spreading out into the world into various business premises. Through ethical management, the tree that supports such growth will become solidified and assist the stems to branch out further into the future. NOROO people will fill in the overall tree through the tree ring called ethical management.

NOROO Way的实践

为了NOROO Way的价值与现场业务的缜密结合，伦理经营室同时涉猎伦理规范、政策基础以及法务与信息安全。

“在NOROO产出的全部内容与信息都是组织的财产，它们通过数字媒体共享传递。我们为大家介绍并帮助大家熟知其过程中的信息安全保护方法。” 文太俊课长以在现场不断反复的消防训练为例进行了说明。“经过反复训练后，我们就能在发生火灾时立即做出应对。信息安全也是一样的道理。定期学习信息安全规定与流程的培训活动，能够把损害发生率降到最低。”

至于法务或风险管理所必需的领域，法务负责人李大圭次长表示，“事故发生时，如能确定负责人及有关组织、流程，应对会变得更加迅速”，“通过适用于所有子公司的流程支援，能够实现更为有效的风险管理”。朴梧映代理表示，“这些领域并非单纯地依据外部标准，而是根据内部需要的优先顺序构成”，她还强调说，“未来也将通过活跃的沟通反映各种需求事项”。

以沟通规划未来

沟通可以说是2016年伦理经营室活动中最重要的关键词之一。“覆盖整个集团的沟通是我们的重点目标”，朴梧映代理的声音中透露着期待与决心。“正如我们伦理经营室的各领域都相互融合一般，所有NOROO人的意见和建议也都将活跃交错并最终实现伦理经营。以此为基础，NOROO为成为百年企业所做的准备一定会更加笃定吧？”

伦理规范中包括社区贡献、环境保护，甚至还包含了可持续的成长，应该也是基于此理由。随着业务的不断拓展，NOROO正在走出韩国，走向世界，实现‘产业报国’的伟大理想。我们将通过伦理经营使成长的支柱变得更加结实，面向未来的枝干延伸地更为广阔。NOROO人将以伦理经营的圆点，一圈圈增加年轮填满整个支柱。



YOU ARE
AWESOME.

GLASS WALL POST-IT PHOTO

On the glass wall of the conference room at the Compliance & Communication Office, you can see colorful post-its lined up under the title of ‘YOU ARE AWESOME.’ These compliment notes, which contain messages like “Manager Moon, I enjoy having tea and eating together with you!” “Deputy General Manager Lee, I appreciated your well-timed communications. Thank you!” were pasted on the glass wall per Senior Director Won-seok Han’s suggestion. “He wanted us to feel good about ourselves by bestowing compliments to colleagues who are working together in the same office and sharing a significant portion of each other’s time.” Assistant Manager Oh-young Park added that she is encouraged by complimentary notes written to her and is also learning nice things about other people.

玻璃墙便利贴照片

在伦理经营室会议室的玻璃墙上，我们能看到在“YOU ARE AWESOME”的标题下贴有各式各样的便利贴。诸如“文太俊课长，很开心与您一起喝茶、吃饭！”“李大圭次长的魅力沟通！真的太棒啦！”等，据说这些手写赞美便条是在韩元硕常务的提议下开始的。“应该是常务想让在同一间办公室里工作的职员们，以互相赞美的方式令对方感到愉快吧”，朴梧映代理还补充说，通过便利贴活动能够获得新力量，同时还能学习到其他人的优点。

NOROO Colors in Everyday Life

COLOR STUDIO by NOROO

Recognized by the Guinness Book of Records as the largest department store in the world, Shinsegae Centum City finds itself in the spotlight for being the hottest place to shop at in Busan City. First opened on March 3rd right next to the department store building is Centum City Mall which is equipped with shopping and other kinds of shops that help set an overall fun tone. Each corner of Centum City Mall is filled with delightful shops that will satisfy the needs of every customer. To name a few, there’s Electro Mart for dads, KidZania for children, Molly’s Pet Shop full of furry companions and The Life, a comprehensive shopping mall to enhance the quality of family life. Most importantly, check out the most colorful spot inside The Life store, COLOR STUDIO by NOROO.

在生活当中融入NOROO的色彩

COLOR STUDIO by NOROO

釜山的新世界Centum City于3月3日正式开业，这里是集购物、休闲、娱乐、体验为一身的综合性百货商店，被作为“世界最大百货店”载入吉尼斯纪录。新世界Centum City为爸爸们设立了数码家电产品卖场Electro Mart；还有孩子们喜爱的儿童职业体验主题公园Kidzania；宠物专属的宠物店以及综合生活商场The Life，在这里可以尽情享受购物的快乐。在生活商场The Life里有一个最五彩缤纷的地方，这里就是 COLOR STUDIO by NOROO（NOROO色彩工作室）。



‘THE LIFE,’ IMPROVING CUSTOMERS’ LIVES

It’s two in the afternoon, that time of the day when you’re likely to doze off under the warm spring sun after enjoying lunch. At this time of the day, however, The Life Store, located on the third floor of Centum City, is filled with energetic customers. Upon entering The Life store, painted in a soft yellow reminiscent of the brilliant sun-light of the Provence region in France, you’ll notice the housewives with their strollers, elderly couples holding hands and young couples. Well-organized lighting helps to cast a natural glow over the store and the furniture and bedding is laid out in such a way that makes you feel like you are setting foot into someone’s cozy house. On top of that, gardening products such as aroma kits, candles, flowers and pots add fragrance and liveliness to the store. In the midst of all this, COLOR STUDIO by NOROO attracts customers with its sensuous colors.

In a space that is mainly white, COLOR STUDIO by NOROO stands out with bright color chips and red wall and attracts customers who long for a unique interior decor. The painted wall gives an estimate of how much paint is required to paint a certain area. There are also frames that show examples of construction on different kinds of wallpaper, and panels that demonstrate the difference between gesso and paint by placing them on top of the adhesives used for MDF sheets. All these are organically mixed in with the overall interior design to give off a natural feel. The experience zone where visitors can try painting on the wall is an opportunity for clients to fulfill their curiosity. After grabbing the roller and trying out NOROO paint, common responses tend to be: “It paints over so perfectly!” or “Wow, it really has no lingering paint odor.” By engaging in such activity, customers automatically begin to imagine decorating their own space.

为顾客的生活而存在的 “The Life”

午后2点，就连春光都开始变得闲适散漫，位于Centum City商场3层的 The Life商场却因人头攒动而充满活力。商场入口被装饰成柔和的黄色，仿若沐浴着普罗旺斯明媚的阳光一般。来到这里的有推着婴儿车的主妇、有手挽着手的老夫妇和年轻情侣，还有其他各形各色的顾客。照明打出各种柔和的光线，家具与寝具则自然地摆放在其中，站在这里仿佛回到舒适的家中。精油、香薰、鲜花等为这里注入了香气与生机，以感性色彩令人驻足的地方就是COLOR STUDIO by NOROO。

在整体以白色为主的商场空间内，COLOR STUDIO by NOROO的各种彩色碎片与红色墙壁吸引着想要家装的顾客。为了让他们更准确的了解空间与涂料的比例，NOROO准备了一面粉刷过的墙壁，各种壁纸的样品展示框以及在MDF纸上依次涂上石膏粉与涂料，令顾客能够感受到其差异。所有的一切自然地融合在这个室内装饰空间力，毫无违和感。壁纸粉刷体验区则大大满足了顾客的好奇心，大家一致发出“真神奇啊！”“真的没有味道啊”的感叹。相信体验过后会有更多人希望把自己的家重新妆点一番吧。



DIY: WATCH AND PAINT

“People who want to paint their walls and doors are our main buyers. They like the idea of painting because it’s a lot cheaper than paying for wallpaper services or purchasing a new door or furniture. Plus, you can choose from so many different colors.” Senior Staff Mun Hyun-Jin of COLOR STUDIO by NOROO, who had been preoccupied with attending to the overflow of customers, responded to the interviewer while catching her breath. “We have a diverse age range of customers. Some of them are regulars.” Mun explained that even customers who initially inquired about imported products eventually learn that COLOR STUDIO by NOROO’s paint has virtually no difference in quality compared to imported brands yet comes in better prices. One customer who previously bought from NOROO said, “I’ve bought from the store before. It’s environment-friendly, odor-free, non-toxic and has great pricing.” Plus, unlike online shopping, you can confirm the colors in person. The above customer is planning on taking a picture of the interior of his house and bringing it over next time.

亲眼看、亲手刷

“购买的顾客大多是想亲手刷涂墙面与门。重新粉刷会比买新的更划算+，同时还可以自由地选择颜色，所以很受顾客们的喜爱”，为接待不断涌入的顾客而异常忙碌的COLOR STUDIO by NOROO文贤珍专员如此回答记者的提问，她还表示，“顾客的年龄段也很多样化，重复上门的老主顾数量也逐渐增加。”

文专员说，“有些咨询过进口产品的顾客表示，COLOR STUDIO by NOROO的涂料与进口品牌相比并无品质差异，反倒是价格更为合理”。实际购买产品的顾客则表示，“我以前也使用过，产品不仅绿色环保，而且无味、无毒，价格也很低廉”。他还表示，“与线上购买不同，能够亲眼确认颜色是这里的优点”，“下次来时我想带着家里内部的照片来看看”。



EASY AND CONVENIENT, COLORFUL LIFE

During the interviewer’s visit, the shop was bustling with consultations and sales activity. A significant portion of the visitors selected colors directly from the color chart and asked to mix colors without going through the staff consultation process. An elderly customer who visited the shop to buy paint for painting his front entrance welcomed the opening of the shop, saying, “Shops like these did not exist before. They only had paint agencies that would do construction work for you. Now, things are much more convenient.” The customer’s words reveal the most important function of COLOR STUDIO by NOROO, which oversees color consulting, construction and follow-up management through a one-stop painting service. That is to impart the message that changing the colors of your space is easier than imagined and quite beautiful once done. When customers seek to plant flowers, burn incense and change the bedding in their house by visiting The Life Shop, COLOR STUDIO by NOROO will always be there to witness the change in colors.

Those who have experienced the beauty of change no longer dwell on one color. Spring was represented by the calm yet lively color combination of gray and yellow. For the upcoming spring, COLOR STUDIO by NOROO is prepared to bring about another remarkable change.

轻松、简便，五彩缤纷的生活

在记者采访期间，卖场内不断有顾客前来咨询与购买。无需员工介绍，直接看颜色便立即订购调色的顾客也不在少数。有一位老年顾客想要亲手涂刷玄关，他说“以前没有这样的店铺，只有施工的涂料代理店，现在变得更方便了”。COLOR STUDIO by NOROO以一站式涂刷服务覆盖了色彩咨询、施工以及事后管理等全部领域，它最大的作用就在于此。如同消费者通过The Life商场在家插花装饰、喷洒芳香精油、更换卧具一般，令顾客认识到改变空间色彩比想象更容易、更美丽，为实现其色彩变化，我们始终伴随左右。

深知变化美的人是不会满足于一种色彩的。倘若说春天的灰色与黄色既沉静又能打造生动的季节，那么我们期待即将到来的夏季色彩，COLOR STUDIO by NOROO将十分愿意为您实现色彩变化。



COLOR
STUDIO
BY
NOROO



The Way for Growth, with Empathy

2016 NOROO Paint & Coatings VIP Exclusive Agencies-Invited Seminar

The famous Korean travel-reality show Youth Over Flowers is adored by the public because viewers can also ‘empathize’ with the pleasures and pains shared between cast members in the program, not necessarily because of the beautiful scenery of or dynamic activities at the travel site. As such, a true companion involves someone who can not only share the path, but also someone to empathize with. In 2016, NOROO Paint & Coatings shares the view on ‘empathy’ with its special agencies, as empathy is the ability to overcome adversity and to add joy to happier moments.

以共鸣同行的成长之路

2016 NOROO涂料股份有限公司VIP特约店特邀研讨会

韩国真人秀节目《花样青春》正在热播中，旅行之所以让人感到愉快，不仅仅是因为美丽的风景和充满活力的活动，还有参演者们同甘共苦中彼此间传递“共鸣”的缘故。所以说，真正的同伴不仅要一路同行还要分享心灵的共鸣。2016年NOROO涂料股份有限公司与特约店也特别安排了探讨共鸣的时间。共鸣能让人战胜困难，同时为喜悦的时刻增添一份欢乐。

FURTHER TOWARDS THE WORLD, CLOSER TOWARDS LOCAL COMMUNITIES

Ten minutes before the beginning of the seminar, the lobby of the Crystal Ballroom at Lotte Hotel Jeju was situated in a delightful atmosphere. To welcome VIPs, Chairman Ahn Kyung-soo, CEO Kim Soo-kyung and other executives were already lined up along the entrance, while employees, displaying new products of NOROO Paint and Coatings, were waiting with inviting smiles along both sides of the lobby. At the end of the lobby, the exhibition hall was established to display the new N-Shop model for guests. Exchanging greetings with executives with a smile, presidents of special agencies arrived one after another and entered the seminar room. The NOROO Paint & Coatings VIP Exclusive Agencies-Invited Seminar started by delivering greetings of the company’s executives who were now positioning themselves on the stage. “Celebrating its 71st anniversary of its establishment, NOROO Paint & Coatings’ growth was due to the solid partnership among special agency presidents. I hope that this seminar will be a venue of empathy in which we can think and grow together by having a broad and far-sighted perspective in order to ensure the mid- and long-term competitiveness of the company despite 2016’s uncertain economic outlook, and to be one step ahead in the competition of local commercial supremacy”, said CEO Kim Soo-kyung. In her speech, Kim introduced the theme of this year’s seminar as ‘empathy’ that will connect the headquarters, special agencies, and customers.

近在咫尺，远及世界

研讨会开幕前10分钟，济州乐天酒店水晶厅的大堂内洋溢着欢快的氛围。安京洙会长与金守经社长及职员们在大堂门口迎接各位贵宾，大堂两侧则是NOROO涂料股份有限公司的新产品还有面带微笑的职员们。大堂尽头是新推出的N-Shop模型展厅，展厅以整洁干练的装修风格迎接各路宾客。陆续到达的特约店店主们一边以灿烂的笑容与职员们互致问候，一边步入会场。随即2016 NOROO涂料股份有限公司VIP特约店特邀研讨会正式拉开帷幕。

“在NOROO过去71年的成长历程中，饱含着特约店社长们与我们的牢固伙伴关系。衷心希望在2016年不稳定的经济增长前景中，大家能够在广纳百川、宽阔眼界的同时，更快一步登上各地商圈竞争的顶峰，确保中长期竞争力，期待通过今天的研讨会能与各位共同思索成长的共鸣。”金守经社长的致辞道出了今年研讨会的主题，即连接总公司、特约店及客户的“共鸣”。



THE WAY FOR GROWTH,
WITH EMPATHY



EMPATHY, ENERGY OF RESOLUTION

Chairman Ahn Kyung-soo put emphasis on ‘empathy’ as being the essential condition to grow and develop in a limited market of the New Normal era, which is a new situation featuring low growth, low birthrate, and the aging phenomenon. Chairman Ahn added, “The sense of unity achieved with companionship should be now changed to empathy and homogeneity. Empathy creates the energy of resolution to lead a team to win.” The Chairman solidified the determination to succeed together under any circumstances through suggestion for customer value creation in close cooperation between special agencies and the headquarters. Next, the introduction of the new products by Key Dong-chun of the NOROO Holdings Research Center enhanced participants’ concentration level. The presentation on the latest trends in the paint industry and the introduction of new products was delivered using video to facilitate ease of understanding and to make a strong impression. Especially, when Soon&Soo 1-Touch that can achieve 99.99% opacity with one painting was presented, participants seemed very impressed. In addition, the presentation on various subjects included paints for interior and floors with higher work efficiency, paints specialized for rooftop planting and insulation, and suggestion of colors for waterproof rooftop floors to change the rooftop atmosphere with various colors. Furthermore, the presentation covered the launching of new products for industrial applications such the energy saver thermal barrier glass, which corresponds to buildings with glass finishing materials, and the energy saver window color glass to which colors or patterns can be added; and the introduction of automotive refinishing including Auto-Q System, which is a water-borne color intermix system that can conform to strict future environmental regulations, and Color-Q System, which is a colorimetric and color intermix system that has is more precise (pentangular) than before (triangular).

CHANGES IN THE MARKET, RESPONDING WITH EMPATHY

After the presentation of new products, Baek Seung-chan, the director of the Marketing Strategy Team, introduced marketing strategies that were thoroughly produced for customers and special agencies under the question of ‘How can NOROO Paint & Coatings empathize with special agencies and customers?’ Various strategies to attract customers through special agencies were explained such as leak prevention type plastic containers, patented by NOROO Paint & Coatings; sufficient amounts of samples, product catalogs and test specimens; special promotions and blowout sales; text-messaging service for customers; and PR videos to facilitate ease of understanding and videos on how to use products. In addition, the N-Shop, aiming at boosting the DIY market along with the trend for DIY interior design, was precisely targeted at the B2C (business-to-consumer) market. The president of Bupyeong Paint Market, who has been operating a customer-oriented shop and witnessed a transformation in sales, proved its effects by explaining it on the platform. Then, the last speaker, novelist Kim Tak-hwan, continued the seminar. The writer of novels Immortal Admiral Yi Sun-sin, and Hwang Jin, which were televised as TV dramas, shared how to empathize with others by citing his writing process as an example. His speech in a calm voice gave participants time to reenergize and reflect on their determination, intention, goals, and strategies that were inspired from the seminar. The event was the first step toward empathy as stated by Chairman Ahn Kyung-soo in his keynote address. NOROO Paint & Coatings and its special agencies took the first step towards true companionship, with empathy in Jeju.

解决的力量，共鸣

安京洙会长在致辞中强调在低成长、低出生率、高龄化这种新常态时代，“共鸣”是在有限市场内实现成长的必需条件。安会长表示，“现在必须将并肩同行的整体感升华成共鸣与同质性。共鸣会生成能够解决问题的能量，引领团队获得胜利”，安会长还提出了特约店与总公司紧密合作、共同践行追求创造客户价值的提案，从而在任何情形下都能追求共同成长。紧接着，技术研究所常务寄东椿的新产品介绍更是提高了与会者们的集中度。涂料业界趋势及相关新产品的介绍采用视频形式，使人们更易于理解，给与与会者留下了深刻印象。特别是仅涂装一次即可实现99.99%遮盖率的纯&秀1-touch产品，一登场便引起现场与会者们的的好奇，引起了一阵骚动。除此之外，会上还提出了提高作业效率的室内用、地板用涂料、屋顶绿化与隔热特化涂料及以多样颜色改变屋顶氛围的屋顶防水地面涂料提案等。工业用产品中，介绍了现下正流行的玻璃装修材料建筑新产品，其中包括节能隔热玻璃与节能窗户用彩色玻璃；汽车涂料产品中，介绍了能够应对未来日趋严格的环境规定的水性调色Auto Q系统以及从现有3角测色发展到5角测色、更为精密的测色与调色系统Color Q系统。

市场变化，以共鸣同行

NOROO涂料股份有限公司将以何种方法与这些新产品一起维系与特约店及客户间的共鸣呢？市场营销战略组本部长白承赞为客户与特约店介绍了精心准备的市场营销战略。NOROO涂料已申请专利的防漏塑料容器、未来将提供的丰富样品和说明、试片及促销与特价优惠、客户短讯服务、宣传视频及施工指南视频等，均将通过特约店与广大客户见面。为迎合室内装饰DIY市场而准备的N-Shop则准确瞄准B2C市场，此前经营以普通客户为中心的卖场，目睹了销售变化的富平涂料市场社长亲自登台证明了其效果。最后上台的特别演讲者是小说家金琫桓，著有翻拍成热播电视剧的《不灭的李舜臣》、《黄真伊》等畅销小说。他以小说的创作过程为例，透过他那沉稳的嗓音分享了共鸣法则，与会者们得以整理在活动中所获得的感悟。正如安京洙会长在致辞时所说的，本活动是以共鸣为主题所迈出的第一步。在济州携共鸣之手，NOROO与特约店强而有力地迈出了真正并肩同行的第一步。



NOROO, Awakening the Colors of Living Design

NOROO Paint & Coatings attends the Seoul Living Design Fair

The Seoul Living Design Fair has welcomed its 22nd anniversary in 2016. NOROO operated an exhibition booth this year to display vibrant colors for interior companies, interior experts, students and clients. This year, NOROO's interior colors were: smart and sophisticated blue, a gorgeous and toned down shade of light pink and vibrant orange. The audiences who had previously been exposed to many interior designs and accessories were taken aback and exclaimed, "Color was the key to solving my interior design problems!"

NOROO, 唤醒生活设计的色彩

NOROO涂料股份有限公司，参加首尔生活设计展

首尔生活设计展今年已迎来第22届，各种室内装饰品牌公司和专家、学生、消费者齐聚于此。今年NOROO也在这里开设了展位，推出了生动鲜明的色彩。NOROO推出了知性简洁蓝色、绚丽沉静浅粉色、生机橙色等室内装饰色彩，已看过众多其他室内装饰设计与摆设的参观者们不由得惊叹道，“原来生活设计的问题在于色彩啊！”

LIVING DESIGN IN NOROO COLORS

"I like this color. What would it go well with?" Visitors to the Seoul Living Design Fair were naturally drawn to the colorful NOROO exhibition booth. Employees of NOROO Paint & Coatings moved around busily, dressed in PANTONE's colors of the year, Rose Quartz and Serenity. The visitors, who formed a long line in order to participate in the special events, took full advantage of NOROO's services. They received consultation from color managers while viewing construction videos, painted the walls with PANTONE Premium Paints in the experience zone and admired the odorless, smooth paint and took pictures in the interior space constructed in a number of different color palettes. Many customers eventually purchased paint while there. There's a reason for the visitors' proactive attitude. Changing the colors of the walls and doors, spaces that take up the most physical space in the interior, is the easiest way to achieve noticeable interior remodeling effect while spending the minimum expenses. No accessory or design element is exempt from color, the element that covers the entire space.

DESIGNER'S CHOICE: PANTONE PREMIUM PAINTS

The importance of color is emphasized in the 'Designer's Choice' space as well. "Just by changing the color of the paint, you can achieve an entirely new atmosphere." Creative Director Geun-ha Park introduced his 'Workshop of Replenishment.' Designer's Choice is a program

where the Seoul Living Design Fair selects the Designer of the Year, who then proposes a unique solution to interior decoration. This year's theme was Homescape, Home Sweet Home and included the decoration of bathrooms and workrooms. The space, which was designed in collaboration with NOROO Paint & Coatings, proposes PANTONE's colors as keywords in various locations, so visitors can identify references to PANTONE Premium Paints here and there. Director Park explained that the spatial dynamics often change depending on how one uses the paint and demonstrated painting techniques that divide the surface in differing patterns of diagonals and verticals. Designers recognize PANTONE as the standard of colors. At the Living Design Fair, where living design experts and clients from all fields gather, PANTONE Premium Paints left a lasting impression as a line that focuses on colors. Many people will remember through this event that living design starts from color and the master of living design happens to be NOROO.

生活设计，以NOROO的色彩来实现

“我喜欢这个颜色，应该和什么颜色搭配呢？”，来首尔生活设计展的参观者们在 NOROO展位前久久不肯离去。按照PANTONE发布的今年流行色彩——玫瑰石英粉红和宁静粉蓝穿着打扮的NOROO涂料股份有限公司的员工都在忙碌地工作。为参与活动而排起长队的参观者们边看施工案例视频，边向色彩经理咨询；大家在PANTONE Premium Paints体验区的壁纸上刷涂料，惊叹于涂料的无味与细滑感；也纷纷在展示多种色彩风格的室内装饰空间拍照等，无一不尽情地享受NOROO所带来的一切，现场购买涂料的顾客也不在少数。参观者们表现出这种积极性是有原因的，因为改变空间中占据最大面积的墙壁、门等的颜色，是能以最低费用实现最大室内装饰效果的最佳方式。无论是什么摆设或设计，都不及遮掩整体覆盖空间的色彩。

设计师的PANTONE Premium Paints

色彩的重要性在“DESIGNER'S CHOICE”空间里也很突出。“仅用涂料也能演绎出别致不同的氛围”，朴槿荷创意总监介绍了自己装饰的“再充电工作室”。DESIGNER'S CHOICE今年利用首尔生活设计展评选出的今年代表性设计师们所提出的空间解决方案，以《Homescape, 装饰我愉快的家》为主题，装饰了浴室和工作室等空间。与NOROO涂料股份有限公司合作推出的此空间将PANTONE的色彩作为关键词，随处都能找到PANTONE Premium Paints的标识。朴槿荷创意总监表示，“如何使用涂料决定着空间活力的不同展现”，她将斜线与竖直等各种面分割的涂刷作品呈现在众人面前。对于设计师们来说，PANTONE被视为是色彩潮流的标准，故而在各领域的生活设计专家与消费者们齐聚一堂的本次生活设计展上，PANTONE Premium Paints作为色彩专业涂料给人留下了深刻的印象。“生活设计始于色彩，其最佳解决方案是NOROO”，相信很多人都将通过本次活动记住这点。

News Briefing



NOROO HOLDS ITS GENERAL STOCKHOLDERS' MEETING



NOROO PAINT & COATINGS LAUNCHES ITS APP VERSION OF CHINCHIN NOROO, THE OFFICIAL BLOG OF NOROO PAINT & COATINGS

NOROO Holdings Co., Ltd.

NOROO控股股份有限公司

NOROO HOLDS ITS GENERAL STOCKHOLDERS' MEETING

On March 25th, NOROO's general stockholder's meeting was held at the Anyang head office's NOROO Welfare Center with stockholders and executives in attendance from NOROO Holdings and NOROO Paint & Coating. It was an opportunity to explain major items such as the company's sales performance and current state of finance. In his statement, President Chung Jun-ho of NOROO Holdings said, "We are facing a challenging situation in which the world's economic growth is beginning to slowdown and raw material prices are rising. Based on our management philosophy of 'NOROO's New Horizon of Technological Management,' NOROO will focus on conventional business areas and adopt changes to advance into new markets. Through such efforts, the company will construct a paradigm for new growth, realize the great vision of NOROO and maximize the profits of stockholders." At the stockholders' meeting, the balance sheet and income statement for the company's performance in the 2015 business year was approved along with the allotment of common stock and preferred stock in the statement of retained earnings.

举办NOROO定期股东大会

3月25日，定期股东大会于安养总公司NOROO福利馆举行，NOROO控股股份有限公司与NOROO涂料股份有限公司的股东及公司高管们出席了本次大会，会上详细介绍了公司的经营成果及财务现状等核心议案。NOROO控股股份有限公司郑准镐社长在会上表示，“目前我们面临着世界经济增长趋势放缓、原材料价格上涨等困境，但

在‘NOROO开辟技术经营新时代’的经营方针下，我们会将现有事业领域的专注和为开拓新市场所做出的变化有机结合，构建新的成长模式，以实现公司的远大愿景与股东利益的最大化”。本次股东大会表决通过了有关2015事业年度公司成果的资产负债表和损益表，有关利润分配表（草案）的普通股和优先股分配也分别获准。

NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

NOROO PAINT & COATINGS LAUNCHES ITS APP VERSION OF CHINCHIN NOROO, THE OFFICIAL BLOG OF NOROO PAINT & COATINGS

The Official Blog of NOROO Paint & Coatings, 'ChinChin NOROO,' has been released as an app. ChinChin NOROO, the company's blog that contains varied contents such as Self-Painting, DIY and interior with social media functionality that allows members to talk about daily life, has been developed into app form to provide services optimized for smartphone environment. Users can freely communicate and share information with the ChinChin NOROO app to conveniently enjoy the services and products of NOROO, which is expected to increase user awareness about NOROO Paint & Coatings. The ChinChin NOROO app can be searched and downloaded at the Google Play Store and App Store using the keyword 'ChinChin NOROO'.

NOROO涂料股份有限公司博客“ChinchinNOROO”APP上线

NOROO涂料股份有限公司官方微博“ChinchinNOROO”的APP

版正式上线。ChinchinNOROO是搭载了SNS功能的博客，提供Self Painting、DIY、室内装饰等各种内容功能，同时会员还可以在博客里分享日常生活。为了在智能手机上提供最佳服务，本次开发了APP产品。在ChinchinNOROO APP中，用户可以自由沟通、共享信息，可更为便利地享受各种产品与服务，预计此APP将提高用户对NOROO涂料股份有限公司的熟悉程度。用智能手机访问Play Store（Google Play）及App Store，搜索“ChinchinNOROO”后即可下载、使用该应用程序。

NOROO PAINT & COATING IMPLEMENTS IN-STADIUM ADS FOR 2016 BASEBALL SEASON

In the beginning of April, NOROO Paint & Coatings launched the implementation of its 2016 KBO League In-Stadium advertisements. Ads were posted in seven stadiums in Jamsil, Incheon, Suwon, Busan, Changwon, Gwangju and Daejeon. They were placed on box seats for maximum exposure during TV broadcasting so that NOROO and product brands will be most effectively advertised through sports marketing. The size of the KBO audience has exceeded 8 million, making baseball the most popular sport in Korea. Viewer ratings for Game 5 of the Korean Series were above 10%, similar to the ratings of prime-time TV dramas. Through public TV and cable TV baseball broadcasting, NOROO Paint & Coatings is expected to be introduced to more viewers.

NOROO涂料股份有限公司实施2016赛季棒球场广告

NOROO涂料股份有限公司从4月份开始实施2016年职业棒球赛季的棒球场广告。包括蚕室、仁川、水原、釜山、昌原、光州、大田等7个球场届时会在TV转播时曝光度最高的主席台位置投放NOROO广告，最大程度地实现宣传NOROO与产品品牌的运动营销效果。近来韩国职业棒球比赛观众数超过800万人，在韩国国内运动中享有最高人气。特



NOROO PAINT & COATINGS' ANYANG FACTORY – GYEONGGI-DO BRANCH WINS CITATIONS BY THE MAYOR OF ANYANG AND DIRECTOR OF ANYANG BRANCH OFFICE UNDER THE MINISTRY OF EMPLOYMENT AND LABOR

别是韩国系列赛第5场比赛的收视率甚至超过10%，创下了与黄金时间段电视剧类似水平的高收视率纪录。通过公共电视广播和有线TV广播的棒球转播，NOROO涂料股份有限公司的广告将经常与观众见面。

NOROO PAINT & COATINGS' ANYANG FACTORY – GYEONGGI-DO BRANCH WINS CITATIONS BY THE MAYOR OF ANYANG AND DIRECTOR OF ANYANG BRANCH OFFICE UNDER THE MINISTRY OF EMPLOYMENT AND LABOR

In recognition of its contribution to improvement of local environment, prevention of occupational accidents (disasters) and fire prevention activity in the area around the Anyang Factory in 2015, NOROO Paint & Coatings received citations from the Governor of Gyeonggi-do, Mayor of Anyang and the Director of the Anyang Office under the Ministry of Employment and Labor. This citation was particularly meaningful because it was given by government institutions that are in charge of managing and supervising NOROO Paint & Coatings' Anyang Factory. The award will allow NOROO to become recognized as a social enterprise that develops in conjunction with the local community.

NOROO涂料股份有限公司安养工厂 -

同时荣获京畿道知事、安养市长、雇佣劳动部安养支厅长表彰奖

为肯定NOROO涂料股份有限公司在2015年为改善安养工厂的地区环境、预防产业事故（灾害）、预防火灾活动所作出的贡献，同时授予安养工厂京畿道知事、安养市长、雇佣劳动部安养支厅长表彰奖。本次表彰奖由管理、监督NOROO涂料股份有限公司安养工厂的政府机构授予，其意义极为重大，该表彰是认可安养工厂是与地区社会共生的社会型企业的标志，具有深远意义。

News Briefing



NOROO AUTOMOTIVE COATINGS COMPLETES
THE DISTRIBUTION CENTER AT GWANGJU BRANCH



NOROO Automotive Coatings Co., Ltd.

NOROO汽车涂料有限公司

NOROO AUTOMOTIVE COATINGS COMPLETES THE DISTRIBUTION CENTER AT GWANGJU BRANCH

On March 17th, NOROO Automotive Coatings held a completion ceremony to celebrate the completion of the distribution center in Pyeongdong Industrial Complex in Gwangju-gu, Gwangju. The automotive industry is the key sector in Gwangju's economy; 40.6% of manufacturing sales comes from automotive-related businesses. The Kia Gwangju Factory is planning on expanding upon its production volume to 1 million cars. At the completion ceremony, President Yang Jung-mo of NOROO Automotive Coatings said, "Now with the new addition of the Gwangju Branch that is equipped with a distribution center and technology lab at the Pyeongdong Industrial Complex, the hub of the future automotive industry, NOROO Automotive Coatings will be able to focus more intently on providing paint to customers in the Honam region and focus more on quality improvement." He also promised to build more distribution centers for each base of automotive manufacturers in the country, in addition to the Honam region, to supply the best products in a more expedient manner.

NOROO汽车涂料有限公司，光州分店物流中心竣工

NOROO汽车涂料有限公司于3月17日为光州广域市光山区平洞产业园的物流中心举行了竣工纪念仪式。在光州，制造业销售额的40.6%都来自汽车相关产业，汽车产业堪称是该地区的经济核心。不仅如此，起亚光州工厂还计划推动该地区汽车生产量扩大至100万台。NOROO汽车涂料有限公司梁政模社长在竣工仪式上表示，“平洞产业园将成为未来汽车枢纽城市，NOROO汽车涂料有限公司的光州分店在这里建

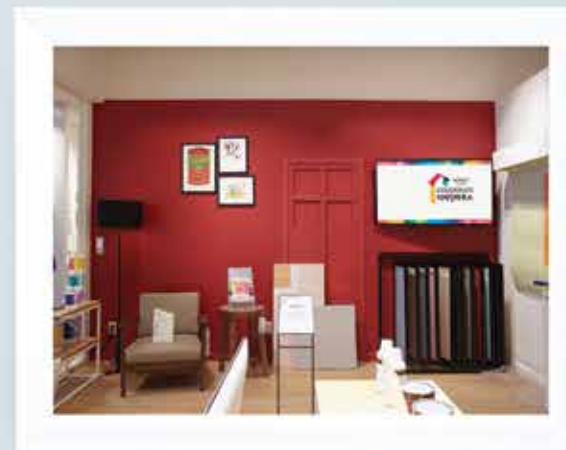
成物流中心和技术实验室将得以切实确保全罗南北道地区客户的涂料供应并提高产品品质”，梁社长还表示，“未来我们还将在这里乃至全国汽车生产企业的各个据点建设物流中心，以更迅速地提供最高品质的产品”。



NOROO Paint & Coatings commissioned a pop art portrait for the special enjoyment of the participants of the 2016 NOROO Paint VIP special agency seminar. Each attendee is different in color and personality, but NOROO family is united under a common understanding!

NOROO涂料股份有限公司特别为2016 NOROO涂料股份有限公司VIP特约店邀请研讨会的与会者们准备了波普画像。纵使色彩不同、个性不同，但因共鸣而融为一体的我们都是NOROO的家人！

Behind Cut



No one would raise any objection to the claim that the brightest corner in the The Life store inside the Centum City Mall in Busan is the red wall of COLOR STUDIO by NOROO. From this wall, visitors can estimate the amount of paint that they would need for their own space and visualize the colorful results that could be produced by applying the paints.

毫无疑问，釜山Centum City商城生活商场（The Life）中最抢眼的莫过于COLOR STUDIO by NOROO（NOROO色彩工作室）的红墙。听说这面墙是顾客衡量各自空间所需的涂料量、发挥想象诞生五彩缤纷氛围的地方～



"What's going on over there? Why is it so crowded?" Visitors are hustling to get into the shop, attracting the attention of those passing by. We're talking about the NOROO Paint & Coatings exhibition hall at the Seoul Living Design Fair. Who wouldn't want to take pictures when there are so many gorgeous colors on display!

“这里究竟是什么地方呀，怎么这么多人？”参观者们络绎不绝，连无意间经过的人们都好奇起来。这里就是NOROO涂料股份有限公司在首尔生活设计展的展位。每个角落都充满魅力色彩，任谁都会情不自禁地按下手中的快门吧！