

NOROO



Summer. 2016

*the Bicycle*

NOROO Quarterly Magazine | No.40, 2016

**NOROO**



Special Theme	the Bicycle	NOROO People
04 Interview	Bicycles, Rolling with Two Wheels 两个轮子不停滚动的自行车	10 Compliance & Communication NOROO E-UM, Hip Communication for Greater Unity Inauguration Ceremony of NOROO E-UM, NOROO Group's Organizational Cultural Entity 达成万众一心的年轻活力沟通，NOROO E-UM NOROO 集团组织文化机构，NOROO E-UM创建仪式。
08 Information	Change the Scenery With Bicycles 通过自行车改变的风景	14 Social Contribution Sharing Love with Bright Colors Painting Sponsorship by NOROO Paint & Coatings and Green Paint for Seongdeokwon 同心协力，闪闪发光 NOROO涂料股份有限公司和GREEN PAINT赞助圣德院项目
		20 Cheerful Time Embracing New Challenges Through Paragliding Ji Il-shin, Senior Staff at NOROO KROBIS 通过滑翔伞运动练习挑战 NOROO KROBIS的池一信主任
		22 News Briefing
		27 Behind Cut

### Ride a Bike to Freedom / Independence

No one can ever recall the moment when they succeeded in taking their own first steps. However, everyone will remember the moment when they succeeded in rolling on two wheels of their own bike. The unsteady yet thrilling moment when the bicycle was going forward, carrying my body and balancing it narrowly, lives in our memory forever as the first sense of freedom. Beyond personal freedom, that moment is not only freedom from speed limitations that can be achieved by humans but also independence from artificial powers such as electricity or fuel. That must be the reason why the bicycle is considered to be the best invention since the 19th century.

### 用自行车培养自立精神

虽然我们对于第一次成功迈步的记忆已经荡然无存，但任何人都能够记起依靠自行车的两个轮子成功前行的瞬间。胆颤心惊地寻找自行车重心、惴惴不安地向前行驶的惊险瞬间，第一次独立行驶的场面将永远留存在记忆当中。这个瞬间既是个人的独立、今后人生速度极限的独立，也是摆脱电力或者汽油等人工动力的独立。这就是自行车被誉为19世纪以后最优秀发明的理由。







## Bicycles, Rolling with Two Wheels

Inspirational Bike Tourist Park Jeong-kyu

“People have the desire to go to places. It has been that way since days of old. Humans’ development power is due to humanity’s strength to travel to unknown lands. However, nowadays, people try to find the strength from the wrong place. I think that by doing that, our own strength is diminishing. Riding a bicycle to go forward depends on my own strength. The power of pedaling comes from me. From riding a bicycle, I learn about how to find the energy inside me without demanding external energy.” — Park Jeong-kyu

### 两个轮子不停滚动的自行车

自行车梦想旅行家朴正圭

“人们总是向往未知的领域。从原始人开始就是这样。推动人类发展的力量正是源于对于未知的渴望。但现如今这种力量往往被消耗于别处。而骑着自行车前进，正是依靠我们自己的力量，因为踩动踏板的力量来自于我们自身。无需外部能量，寻找出发掘自身能量的方法——从骑自行车中学习体会。” \_朴正圭

#### ON MY OWN FEET, OPENING PEOPLE’S HEARTS

In May 2006, when acacia flowers were in full bloom, a young man set out on a journey to see the world. The only had \$200 and a bicycle that he had bought just one week ago. The journey he took recklessly continued on for three years, traveling 27,000 km in sixteen countries throughout Asia and North and South Americas. When returned to Korea, although his bike didn’t look the way it was before, he still had \$200 with him. Good deeds from people he met on his journey helped him to save the money intact in his pocket. He calls it the miracle of bicycles. This is the story of Inspirational Bike Tourist Park Jeong-kyu.

“While I was traveling by bicycle, I met a lot of people. Those people gladly accepted me, a stranger, to stay in their homes and offered me food and blanket. Through his bus window, a bus driver in Chile passed his own lunch box to me as I rode on my bike. I think that I was able to get such help thanks to the bicycle. If I was traveling by motorcycle or by car, no one would have suggested to me, ‘Come here and let’s have some food together!’ or if so, I wouldn’t have even heard it properly because of the speed. However, by bike, you are able to stop easily when anyone reaches out their hands and also to hold their hands.”

He says that the bicycle is the quickest means of transportation to open up the hearts of strangers. “The bicycle is the medium that moves the hearts of everyone who has a desire to leave for somewhere. Also, it looks so tough to travel by bicycle, so it encourages anyone to help a bike tourist!” It’s true biking is a very physical job as bike tourists roll wheels on their own feet. It touches the hearts of those who see the bike tourists. That is the essence of bicycles and the power of bike tours.

#### 依靠自身力量驰骋，进入心扉

洋槐花盛开的2006年5月，带着200美元和不久前刚买的一辆自行车，一名青年踏上了征战世界的旅途。旅行耗时3年，途经亚洲、北美、南美等16个国家，辗转27,000km。重新回到韩国时，虽然他的自行车已难寻旧时模样，但手中的200美元依然原封未动。旅途中人们好心的善行，从来没有让他贫穷的口袋空过，他将这称为自行车的奇迹。这是自行车梦想旅行家朴正圭的故事。

“在自行车旅行途中我见过形形色色的人。他们为来自异国的我空出他们房间的一隅，还为我准备食物和毛毯。在智利骑行过程中，公交车司机还从车窗中给我递来他自己的盒饭。我认为，能够受到这样的帮助一切都是源于自行车，要是我骑着摩托车或者开汽车，可能谁也不会邀请我。‘一起过来吃饭吧’这样的话，车速太快的我也不会听到。只有自行车的车速，才能当别人伸出手就能停下，并握住那个人的手。”

他表示自行车是最容易进入陌生人心扉的交通手段。“自行车是牵动所有梦想、探寻未知领域心扉的媒介。另外，自行车旅行者看起来非常艰辛，可能正是如此才能让任何人都会不觉生出提供帮助的侧隐之心！”。正如‘看起来很艰辛’这句话，自行车旅行者依靠自身力量踩动车轮的景象会敲打旁人的心扉。这正是自行车的本质，自行车旅行的动力。





### CHANGE THE WORLD WITH TWO WHEELS

The wall of MuNaSSa Bike Atelier at the Seoul Youth Factory for Alternative Culture (Haja Center), where Park works at, bears the meaning of bicycle ‘jajeonge’ in Korean as ja (jarip – independence), jeon (jeonhwan – change), and geo bogo – cart’s wheel). It can be interpreted that ‘independence’ is to maintain a life on one’s own feet and to find its own role in society without confinement; ‘change’ means that an object’s nature or trend changes in a different way; and ‘cart’s wheel’ means something that has an inseparable relation with something else. To sum up, jajeonge, bicycle, means ‘a cart that rolls along on its own two feet’.

“Bicycles can be used not only for leisure but also for the contents of learning. When you learn that you can go further using your own strength, you can gain great self-confidence, which is essential to students and youth. MuNaSSa Bike Atelier has carried out many projects with youth in order to find their own energy and strength and to develop it to a further extent.” MuNaSSa Bike Atelier strives to present meanings of bikes through their activities including Bike Recycling through which abandoned bikes could be reborn with new uses, Bicycle Movie Screening, Bazaar and Bike Tour. When I experienced a low moment after the coming back from the bike travel, I started commuting by bicycle to find my energy in daily life. One day, the bus by which I used to commute stopped next to me while I was on a bike. Looking inside the bus, I saw people who were in a state similar to what I was before. There was no breeze, no sound of a beating heart, and no short breaths inside the bus. After you go through this kind of experience, your body, mind, lifestyle, and thoughts are all changing and you will have some kind of flow of hopes. I hope that I can expand the flow from me to society. “

Bike Tourist Park Jeong-kyu, hoping to spread the life-changing miracle of bicycles to the youth and the society, is creating a little miracle in his daily life in Korea. He is carrying out the ‘Alright Project’ that supports the daily lives of anonymous people by preparing snacks and thank-you letters with the transportation expenses he has saved from commuting by bicycle and by passing them to bus drivers, seniors who collect wastepaper in a handcart, supermarket cashiers, subway passengers, and so on.

Park Jeong-kyu cheers people on by saying “The bicycle leads to the meeting of more people and to enter into the wider world on my own. First of all, ride a bike! And then go forward!” Indeed, let’s all ride bikes! Let’s start a virtuous circle between ourselves and the world!

### 依靠两个轮子的走向改变世界

旅行过后在他工作的首尔市立青少年职业体验中心（以下称为“Haja中心”），无限分享循环自行车工坊的墙上写着巨大的“自立、转换、辅车”。“自立”是指依靠自己的力量维持生活，摆脱束缚，发挥自身作用的意思；“转换”是指事物的性质和趋势不停变换的意思；“辅车”是指车轮的缘木和车轮，两者间紧密相连密不可分的意思。将自立、转换、辅车这三个单词连接起来，就是指自行车是依靠自身力量滚动的轮车。

“自行车不仅仅是休闲，还蕴含深刻的教育意义。通过骑自行车能够体会到依靠自身能力前往远方，从而大大提升自信心。这种自信无论对于学生还是青年都是必不可少的。无限分享循环自行车工坊设有多个项目共青少年发掘自身的能力，提高推动自身向前发展的能量。”开发旧自行车新用途的自行车回收利用、自行车电影放映会、义卖会以及身体力行的自行车旅行等，只要参与无限分享循环自行车工坊举行的各种活动，就能逐渐发现自行车里蕴含的各种意义。“旅行过后每当我意志消沉时，或者是为了在日常生活中寻回自身的能量时，我就会开始骑自行车上下班。后来有一天在我骑自行车上下班的路，一辆巴士在我身边停下来。巴士里面，我看见了许多和我从前一样的人。那里面没有迎面而来的春风、心脏跳动的声音和急促的喘气声。在我经历过这样的体验之后，身体、心灵、生活、想法都发生了许多变化，生出一种充满希望的动力。我希望能够通过我本人的力量向社会传递这种正能量。”

依靠自行车的奇迹改变自身的生活，期望将这种理念向青少年和社会普及的自行车梦想旅行家朴正圭目前正在韩国日常生活中创造一个个小小的奇迹——那就是利用骑自行车上下班节省下来的交通费买零食并准备感谢信，为巴士司机、用手推车拣废纸的老人、大型超市的收银员、地铁乘客等非特定广大市民的日常生活加油的All Right项目。

“依靠自身的力量骑自行车让我接触到更多的人、更为广阔的世界。总而言之，骑上自行车，然后向着前方飞驰吧！”让我们快点骑上自行车，开启自己与世界的无限善意循环之旅吧。





## Change the Scenery With Bicycles

‘Once you get going on a bicycle, the roads of this world begin to seep into your body.’ This is the first line of the prologue to novelist Kim Hoon’s bestselling book ***Bicycle Trip***. The prologue concludes with the following sentence: ‘You cannot travel every single road or climb every single mountain on earth, but to be alive and able to pedal forward with your own feet is such a blessing.’ Biking helps people maintain a healthy body and mind and increases the sustainability of the earth. Unlike many inventions that damage the earth, bicycles are organically created and coexist harmoniously with nature. This is why everyone should bike. Human legs were created not just for the purpose of walking and running but also to pedal.

### 通过自行车改变的风景

“骑着自行车前行时，世上的路会自然顺流进体内”，这是小说家金薰的畅销书《自行车旅行》的开篇内容。小说序言中写道，“纵使无法走完地上所有的路、翻越世上所有的山脉，活着以身体踩动车轮也是一件幸福的事”。骑自行车这件幸福的事可令人身心健康、提高地球的可持续发展性。世上的很多发明都欠了地球的债，但自行车自诞生时就仿若我们是地球的一部分般浑然天成并共享共存，所以我们没有理由不骑自行车。人类的两条腿不仅为走路、跑步而存在，也为令车轮滚动而存在。

#### FIRST, PICK A BIKE

There are many kinds of bikes, ranging from mountain bikes, high-speed road bikes, to hybrid bikes that have the function of being both a mountain bike and road bike, light weighted and mechanically advanced fixed gear bikes, etc. You would think that with so many choices it would be easy to pick just one, but without a clear purpose of use, it is difficult to make a decision. You should decide whether you will use it throughout your neighborhood, on mountainous terrain or for commuting to work, considering the geography and distance of your route. Once you decide on the type of bike you want to buy, next figure out which bike best fits your size. The front half of your feet should touch the ground when seated on the saddle of a normal bike intended for daily use, and a mountain bike should be slightly smaller than you to ensure easy manipulation. When selecting a road bike, your feet should completely touch the ground. Finally, you should think of where to store your bike. If you have to climb up stairs or carry the bike around a lot, weight and volume become important factors.

#### 首先是挑选自行车

世界上有很多种自行车，例如适合山地骑行的山地自行车、以速度快著称的公路自行车、山地车与公路车的混血儿——混合自行车、轻便且需大量技巧的Fixie自行车等。自行车种类繁多，故而选择面显得也很广泛，但事实上倘若没有明确的自行车使用目的，那么将很难抉择。首先需要确定是在小区里骑还是在山地上骑、亦或是上下班路上使用，同时参考路段的地形与距离后决定。确定自行车的种类后，就要寻找符合自身身体条件的自行车大小了。生活用普通自行车坐在车座上需确保双脚的前脚掌能够踩到地面；山地自行车必须操作简单，因此最好略小于骑乘者的体格；公路自行车则需确保坐在自行车上双脚能够完全踏到地面。接下来需要考虑自行车保管场所。如若需要搬着上下楼或搬运，则自行车的重量与体积也很重要。

#### IF YOU CAN'T BUY A BIKE, RENT ONE

We often associate biking with pleasant imagery. In our imagination, we are gliding in the wind and pedaling at full speed alongside green trees and blue oceans. But the truth is, the road on which you bike and your level of stamina will likely not live up to your expectations. In order to get to the riverside, you must first pass numerous skyscrapers and roads and climb up steep slopes before you could feel the breeze in your face. It's scary to bike on the road unless it is a bicycle lane and you're concerned that biking on the sidewalk might overwhelm pedestrians. But if you ride with patience even after experiencing all of the above, you won't have to feel guilty about buying a bike and then letting it sit in the corner covered in dust. Take advantage of the Seoul Bike system that rents out bicycles in 138 locations within Seoul. Other bike rental services include the Fifteen system in Goyang-si, Gyeonggi-do (www.fifteenlife.com) and Tashu system in Daejeon.

#### 如若不买，也可以租借

想到自行车，心情会莫名地变好，也会令人联想到乘风驰骋，身旁似乎只剩下清澈湛蓝的江水。但事实上骑自行车的道路与自己的体力绝非想象般帅气，这是一个诱人的陷阱。为看到江边风景，只有绕过密密麻麻的建筑与道路；若想感受清风，必须费力骑上坡路。因为没有自行车专用道，沿道路而下时害怕汽车冲撞、沿人行道而行时又担心行人。但如若在经历过这一切后，仍然选择自行车，那么被困在角落、感觉经历挫折的弯路将会减少。利用首尔市配置的138处自行车租借处的首尔自行车（www.bikeseoul.com），在城市中心骑一圈自行车怎么样？除首尔外，京畿道高阳市的FIFTEEN（www.fifteenlife.com）、大田的Tashu（tashu.or.kr）等也在运营自行车租借服务。



#### LET'S HEAD OUT A LITTLE FURTHER

Bicycles have recently increased in popularity thanks to the government's policy. As part of the 2009 Green New Deal Policy, a series of new bicycle roads were paved at a distance of 1,757km by 2012 and were given the name of 'Happy Routes.' Since then, various local governments started to pave their own bicycle roads, materializing in the creation of new roads such as Gangneung Gyeongpo Lake Fresh Air Path, Paju DMZ Path, Sinan Jeung-do Bicycle Island Path and Jeju Sunrise Coastal Path. Want to deviate from your mundane routine of riding around neighborhood parks and merely following your commute to and from work? Load up your bike and head on out to a bicycle path! Visit the Bicycle Happy Sharing website (www.bike.go.kr) operated by the Ministry of the Interior to view information on directions to each path, the level of difficulty for each course and amenities offered such as bicycle repair shops. A fresh change in scenery will bring about changes in the speed of your biking, the breeze and most importantly, your mind.

#### 到远一点的地方如何？

自行车能有今天的高人气，政府政策的影响也很大。作为2009年绿色新政策的一部分，以“国土纵贯自行车道”为名，截止到2012年共计建成1,757km长的自行车道。此后地方自治团体也陆续开始铺路，建成了江陵镜浦湖有氧路、坡州DMZ自行车道、新安普岛自行车岛、济州迎日海岸路等“著名自行车道”。若想摆脱每天往来的门前公园与上下班路，带着自行车、去寻找自行车道如何？访问行政自治部的自行车幸福分享官网（www.bike.go.kr），了解寻找各条路线的方法与路线难度、自行车修理店等便利设施信息。与日常不同的风景定将带给自行车速度、风以及心灵新变化。

#### SAFETY FIRST ALSO APPLIES TO BIKERS

It's important to learn the rules of biking to ensure safety. As bicycles are also classified as a vehicle that falls under the jurisdiction of the Road Traffic Act, drivers of all vehicles, not just cyclists, should learn these rules. Unless the lane is marked for parallel driving, no more than one bike can drive in a single lane. Cars shall treat bikes as their equals and let them drive in a lane. Since bicycles are not equipped with a turn signal, the cyclist shall inform other vehicles of their direction change through use of hand signals. Cyclists must also get off the bike and use crosswalks just like pedestrians. Children, seniors and the physically handicapped are allowed to remain on the bike while on pedestrian roads and crosswalks. In this case, the law requires that both the cyclist and his/her companion wear protective gear. Keep in mind that cyclists can also be penalized for driving under the influence.

#### 自行车也需以安全行驶为第一原则

为确保安全行驶，自行车骑乘规范必不可少。这是自行车骑乘者与汽车驾驶员都必须熟知的，因为自行车也是需严格遵守道路交通法的“车辆”。因此，如果没有并列行驶标志，则两台自行车不得在同一车道内并列行驶，汽车当然也需给正在行驶的自行车让出一条车道。自行车必须以手势信号代替闪烁灯信号告知方向变换，横穿人行横道时需从自行车上下来、以“行人”身份通过。但儿童、老人、身体残疾者使用的自行车亦可使用步行道、人行横道。法律明确规定，骑乘者与同乘者均需使用保护装备。另外需要谨记的是饮酒后骑自行车也可能会受到酒驾处罚。





## NOROO E-UM, Hip Communication for Greater Unity

### Inauguration Ceremony of NOROO E-UM, NOROO Group's Organizational Cultural Entity

On May 27, 2016 when NOROO E-UM held its inauguration ceremony, the large conference hall at NOROO Holdings Co, Ltd. was full of vitality with NOROO members who had come from all parts of the country. The 1st NOROO E-UM members, coming from Pohang, Hwaseong, Ansan, Anyang and etc., exchanged greetings and made a resolution for the future by revealing their ambitions. The sound of laughter and applause among members, which filled the quiet conference room, helped to set the tone for a good start of NOROO E-UM.

## 达成万众一心的年轻活力沟通，NOROO E-UM

### NOROO 集团组织文化机构，NOROO E-UM创建仪式。

5月27日，在NOROO E-UM创建仪式暨首次会议的当天，来自全国各地的NOROO人齐聚在NOROO控股股份有限公司的会议室。远至浦项，就近来自华城、鞍山、安养等地的NOROO E-UM 第1期成员们相互问候，各自发表了对于将来的抱负和决心。原本寂静的会议室里不时传来的笑声和掌声，预示着NOROO E-UM的良好开端。



### MEMBERS GATHER TOGETHER TO COMMUNICATE

"I would like to welcome you all and congratulate you on being selected as NOROO E-UM members to work together to nurture NOROO Group's organizational culture for the next year! NOROO Group has always enjoyed an easygoing, family-like culture throughout its 71-year history. Today, we have gathered together to create an energetic and dynamic organizational culture in order to adapt to the changing environment. Thank you for applying to become a member of NOROO E-UM and holding great affection for the company, and I please encourage you to make great efforts to establish an organizational culture that is renowned for its emphasis on communication," shared Senior Director Han Won-seok of NOROO Holdings' Compliance & Communication Office as he delivered the opening remarks to start the ceremony. His welcoming greeting helped to relieve the tension and awkwardness in the conference room as they all met each other for the first time, and recalled the original reasoning and purpose of the meeting. After granting the certificate of appointment and the badge to Senior Director Han Won-seok, the ceremony proceeded to the next program, the self-introductions, under the guidance of Park Oh-young of NOROO Holdings' Compliance & Communication Office. The common reason to apply for NOROO E-UM among other motivating factors that were mentioned by the 14 members was an expectation to meet NOROO employees who work for affiliated companies or in other regions. In other words, it means that there haven't been many opportunities to communicate with each other so far. Most of them

### 凝聚沟通之心

“在此表示真心祝贺，并欢迎今后一年与我们共同致力于发展NOROO集团组织文化的NOROO E-UM成员。NOROO集团成立71年来，一直以其家人般的企业文化而自豪。现在为了顺应环境变化发展、进一步激发充满活力的组织文化，将各位聚集在此。真心感谢各位出于对公司的珍重情感申请加入NOROO E-UM，希望大家今后能够共同创建充满沟通的组织文化。”在NOROO控股股份有限公司伦理经营室（Compliance & Communication Office）韩元硕常务致辞一结束，便召开了NOROO E-UM的首次会议。原本因初次见面而陌生尴尬的会议室气氛，在致辞和会议的共同讨论过程中，变得活泼起来。在韩元硕常务授予任命书和徽章后，会议转交给NOROO控股股份有限公司伦理经营室朴梧映代理主持，进入自我介绍环节。第1期NOROO E-UM的14名成员申请参加NOROO E-UM理由中的共同点，就是大家都十分期待结识其他子公司以及工作地点的同事。这也说明此前公司内部相互沟通的机会十分匮乏。第1期大部分成员都表示“工作时或多或少都会与其他子公





From left to right  
**Ms. Jung Young-hee, Mr. Park Seong-geun, Ms. Jang Hyeon-kyeong,  
 Mr. Cho Kook-yeon, Mr. Hyun Jun, Ms. Kim Ji-su**

said with regret, “Although I sometimes get in touch with employees of affiliated companies at work, working together without knowing their faces makes me feel that it’s something overly formal and I feel the drawbacks with the lack of communication”, or “When I entered the company, there were some exchanges between factories that are far apart from each other, however, now, we don’t know each other at all.” Moreover, others also expressed themselves by saying “I want to help gradually change the company’s conservative culture.” and “Now, I feel a sense of reassurance when I see the corporate name of NOROO written on a tall building in Gangnam, as I used to work for a subcontractor”. The first meeting of NOROO E-UM involved the collection of various aspirations for an evolution towards a youthful and energetic culture of the company, for exchanges with others, and for unity as a NOROO member.

**TOWARDS A VISION OF NOROO WITH A 100-YEAR HISTORY THROUGH UNITY**

The 1st crop of NOROO E-UM members, who established a bond of sympathy through self-introductions, proceeded with the meeting in a friendly setting. Assistant Manager Park Oh-young led the meeting in a relaxed atmosphere, by stating, “There are no job titles in NOROO E-UM, which allows for open communication, every member has the same rights and responsibility. Little by little, let’s create a meaningful movement within the group, rather than merely aiming for a great achievement.” Hence, the members shared ideas and opinions about the annual plan, containing

司的同事进行联系，但从未谋面且相互间仅仅谈论工作，好像太过形式化，令人感到十分可惜”，“刚刚进入公司的时候还会与地处远方的工厂间进行交流，但现在几乎不太常联系”。此外大家还纷纷表示希望为改变公司保守文化尽一臂之力；总是以“乙方”的身份工作；在江南林立的高层建筑中看见NOROO字样感到内心温暖等等。向往年轻活力文化的心情、向往彼此交流的心情，以及同为NOROO人所感受到的踏实感……NOROO E-UM的首次会议汇聚了这种种心情。

**实现心愿，百年NOROO**

通过自我介绍相互间引发共鸣的NOROO E-UM第1期成员，在自由的氛围中继续会议进程。朴梧映代理强调NOROO E-UM提供的沟通平台，没有职位等级差别，所有成员均具有相同的权利和责任。同时还强调与达成极大的成就相比，更加赞成大家以积少成多的力量致力于有意义的活动等，顺利地引导会议交流方向。接着NOROO E-UM第1期的成员们，针对如何打造适合工作的好公司、NOROO人



From left to right  
**Mr. Kwon Kee-hoon, Mr. Park In, Mr. Oh Se-yoon, Mr. Yang Hong-jun, Mr. Choi Byung-doo,  
 Mr. Lee Jai-ho, Ms. Han Seung-nam, Mr. Lee Dong-jun**

concerns about how to become ‘a Good Company to Work For’, NOROO Culture from its employees’ points of view, Talk with the Management, and Mentoring System, that was prepared by the Compliance & Communication Office. In addition, during the meeting, by sharing ‘the lack of greetings’ at work, they decided that the 1st NOROO E-UM should start by first exchanging their friendly greetings. As the history of the company’s growth continues, the number of affiliates and the size of the company increases. Thus, the employees often don’t know each other even though they work in the same building. According to the growth graph of the company, the employees’ loyalty to the company sometimes goes high but also sometimes goes low with dissatisfaction. However, when they express their thoughts and share ideas under the name of ‘NOROO’, a solution can be found. Moreover, if they think that we are the same family members of NOROO and exchange their vibrant greetings with each other, NOROO can continue its youthful vitality of coexistence until reaching another 100 years beyond its initial 71 years. To make a bold step forward, we need to become one, and to become one, we need to connect with each other’s mind. That is the reason and the purpose for NOROO E-UM. We expect the support of all NOROO employees and participation in activities of the 1st crop of NOROO E-UM members, who are taking their first steps. Let’s start by warmly greeting fellow workers who you do not know on a personal level and return greetings when someone says hi to you first.

感受的NOROO文化，以及经营团队特邀谈话和导师指导制度等，由伦理经营管理室准备的年度计划与创意点子，共同分享并交换了意见，还制定有关各活动开办的时间。此外，会议过程中大家表示了对关于“吝嗇于问候”问题的遗憾，决心首先从NOROO E-UM第1期开始，实施往后见面时相互进行温馨问候的活动。延续不断发展的历史，随着子公司不断增多、公司规模不断扩大，在同一座建筑内工作却彼此不认识的情形也日益增多。伴随公司的发展曲线，公司同事间热爱公司的感情有时会逐渐增长，有时也会出现不满。但是如果凭借“NOROO”的名义，大家共同分享、谋求解决之策，相互间亲切问候，时刻为NOROO大家庭着想，那么NOROO将不仅仅是71岁，而是即使到了100岁也能永保年轻的思想生命力。为了今后的发展，我们必须融为一体，万众一心，这就是NOROO E-UM成立的理由和目标！现在迈出第一步的NOROO E-UM第1期活动，期待所有NOROO人的支持和积极参与。首先，如果陌生人向我们热情打招呼，请热情接受并愉快的回礼吧。





## Sharing Love with Bright Colors

### Painting Sponsorship by NOROO Paint & Coatings and Green Paint for Seongdeokwon

On a sunny summer day in Mokpo, with Yudalsan Mountain in the background and facing Dadohae, students with bright smiles came pouring out of junior high schools and high schools during recess. Leaving their happy boisterous noises behind, there is a building that welcomes children coming home. That is Seongdeokwon, the World Mission Children's House, which has been newly decorated by NOROO Paint & Coatings and Green Paint, NOROO's branch location in Mokpo City.

## 同心协力，闪闪发光

### NOROO涂料股份有限公司和GREEN PAINT赞助圣德院项目

稍显清凉的初夏时分，遥望多岛海，被木浦儒达山环绕的中学和高中迎来放学时间，伴随如阳光般明媚的笑声，学生们熙熙攘攘地从校门中走出。追随他们的欢声笑语，就会看到翘首等待孩子们回家的明亮建筑物。它是由NOROO涂料股份有限公司和木浦特约企业GREEN PAINT崭新装修的木浦圣德院。

### SEONGDEOKWON, HOME TO 65 CHILDREN

Seongdeokwon's external wall painted with clear white, bright orange and yellow-green was glittering splendidly in the sunlight of early summer. The upper part of the building and the entrance are painted with dark navy blue, giving a clear, classy look. Until just recently, the building had lost its bright white color, which has become stained in some places over the years, but now it looks very smart, invoking happy feelings among those who stop to look at it. This was the result of the combined efforts from NOROO Paint & Coatings with their support of paints and from the helping hands of Green Paint. Above all else, the passion of Lee Kyung-suk, the director of Seongdeokwon, was what made this beautiful cooperation possible. "Everyone who visits Seongdeokwon compliments on how the building looks so beautiful. And our children love it the most." By saying this, Lee's eyes linger towards the building as if she's looking at the dear children.

Seongdeokwon was established in 1952 to take care of war orphans, based on the Christian spirit, and has been the home of numerous children and youth. Currently, 65 children from infants to university students live here while 23 employees work for the facility. Lee Kyung-suk, the daughter of the facility's founder, was raised together with children in Seongdeokwon, worked for a long time as a teacher at its neighboring junior and high schools, and then in 2013 was appointed as the director of Seongdeokwon. Thus, Seongdeokwon is, so to speak, Lee's home as well. Therefore, the deteriorated building troubled her greatly. When she asked the NOROO branch store about remodeling the building after being recommended by friends, the quotation was quite high. It was not easy to spend a lot of money on that, as the facility is largely dependent on individual donations as well as the local government's support fund.

### 65个人的家，圣德院

圣德院外墙采用干净的白色和明亮的橘黄色，在初夏的阳光照射下分外耀眼。建筑物上方和入口处用浓厚的天蓝色勾勒出线条，带来精致的感觉。不久前还保留着岁月的遗迹、处处斑驳，丧失本来白色光彩的建筑物变得焕然一新，让看到它的人都不觉心情振奋。这全都仰仗NOROO涂料股份有限公司提供赞助、GREEN PAINT提供人手，经过辛勤劳动换来的结晶。这段愉快的合作始于圣德院李敬淑院长的热诚。“建筑物十分漂亮，来访的人都惊叹于它的美丽。最喜欢它的还是我们的孩子”，李敬淑院长满含深情的目光，如同注视自己的孩子般望向建筑。

秉承基督教精神，为了照顾战争孤儿，自1952年创立以来为众多儿童和青少年营造家庭氛围的圣德院，目前从婴儿到大学生，共有65人在这里生活、23名职员在这里工作。李敬淑女士是创办者的女儿，她与圣德院的学生一起长大，在旁边的中学和高中长期任教并于2013年就任圣德院院长，对她来说，圣德院就和她的家一样。因此，她对于老旧的建筑格外上心。李院长经周边人推荐前往NOROO涂料股份有限公司特约代理点咨询维修事宜，维修费用不是一个小数目，除了为数不多的地方政府补助外，运营费用大部分依靠个人赞助的圣德院一时间很难凑齐这笔巨款。





#### SEONGDEOKWON'S LITTLE CHALLENGE

Then, Director Lee had an idea to directly ask NOROO Paint & Coatings for help. “People told me that I wouldn’t get any support, but I felt like I was just drawing straws at that point. Then, I received the answer. It was a truly great moment!” While NOROO Paint & Coatings promised to sponsor the paints, they also asked Manager Ko Woo-ri of the Gwangju Branch Office whether there was any chain store that could give a hand for the work in Mokpo. Manager Ko recalled Green Paint. It just so happened to be the company from which Director Lee received the earlier quotation. When Cho Sung-sik, President of Green Paint, came across Seongdeokwon again as a social contribution project, he immediately accepted it. When he was asked the reason why he accepted it right away, Cho laughed without saying much.

“Well.....I thought that we could manage to get that much done.” Although he answered with ease, Green Paint exerted quite a hard job for over ten days. The deteriorated external walls needed tough pretreatment work, and as the facility was located on a slope at the foot of a mountain, the work vehicle couldn’t drive up to the building. Thus, workers had to carry out the painting of the second-storied building by holding onto a rope. As the volume of work increased, the minimum labor cost and the quantity of paints exceeded the estimated amounts. However, thanks to the joined forces between the cautious and careful Director Lee, ‘perfectionist’ President Cho and NOROO Paint & Coatings’ faithful supply of paints, Seongdeokwon became bright again.

Director Lee extended her thanks repeatedly, saying that Seongdeokwon became a wonderful building thanks to NOROO Paint & Coatings and Green Paint. “It became a big lesson for the children, too. They understand that when you embark on a challenge, you can get help. And as they receive help, they also want to become a person who can help others. I believe that it will act as a beautiful example for other companies that visit the facility on national holidays.” It seems that Director Lee’s big smile and the pleasant smiles of the employees make the building shine even more brilliantly.

#### 圣德院的小小挑战

就在这时，李敬淑院长产生了直接向NOROO涂料股份有限公司请求帮助的想法。“周围的人都不相信我们能够获得赞助，当时我也只是抱着抓住救命稻草般的心态，试了一试。但很快我们就收到了肯定的答复，那一刻真的令人感到非常高兴。”NOROO涂料股份有限公司承诺将赞助此次工程的所有油漆，并接着询问光州分公司的高Woo-ri主任木浦地区是否有能够提供帮助的特约代理店。当时高Woo-ri主任首先想到的地方就是GREEN PAINT，巧合的是，这里也正是之前李敬淑院长咨询报价的地方。GREEN PAINT的曹圣植社长欣然接受，重新将圣德院油漆维修作业作为社会慈善项目提供帮助。询问他突然改变主意的缘由，平素少言寡语的社长半开玩笑地说：

“是啊...这种程度应该能做到。”回答看似随意，但曹社长10多天的工作并不轻松。老旧的外墙需要耗费大量的劳动进行预先处理，但因建筑位于倾斜陡峭的山脚下，施工车辆无法进入，2层建筑甚至必须要使用吊绳进行作业。由于作业量增大，早已超过了预先估算的最低人工费和油漆量。但是在细心的李院长和追求完美的曹社长，以及全程提供赞助的NOROO涂料股份有限公司的共同努力下，圣德院终得旧貌换新颜。

李院长对于NOROO涂料股份有限公司和GREEN PAINT提供的帮助致以衷心的感谢。“对孩子们来说也将成为很好的正面教材。在不断努力挑战的过程中接受到帮助，长大后也将同样的帮助回馈给需要帮助的人。另外，对过节的时候来到这里帮忙的企业也起到了良好的模范带头作用。”向周边传递温暖的李敬淑院长和职员们爽朗充满活力的笑声在圣德院中传开，仿佛让建筑物的颜色变得更加明亮。



## Green Paint, Growing Along with Neighbors

Entering Green Paint, which is located on the road in front of Seoneungsa Temple in Sang-dong, Mokpo City, a brown pool, called 'Ggoma' welcomes us. The store, Green Paint, situated on a corner, receives abundant bright sunlight through whole glass windows while green ridges are in view across the street. The interior of the store is filled with a subtle scent of fragrant candle neatly painted with PANTONE Premium Paints, giving an impression of a café.

### 伴随邻里共同发展的GREEN PAINT

一进入位于木浦市上洞禅应寺前面的GREEN PAINT，迎面而来的就是一只亲切迎接的褐色泰迪狗。店面临近道路拐角，两面通畅，不仅日光充足，走到马路对面山间美景也是葱郁异常。店铺内涂有清爽的PANTONE Premium Paints，如同咖啡店的背景一般，散发浓郁的香草芬芳。



President Cho Sung-sik, who has abundant experience with working for the successful paint company in Mokpo for 10 years, opened the NOROO chain store, Green Paint, five years ago. As it is peak season in the paint industry, the company seems very busy. President Cho said that it was lucky to finish the painting work of Seongdeokwon in early April, when they had time on the side. The reason why Cho took the work for Seongdeokwon was due to his 'past', even though he was busy at that time. He graduated from Deokin High School, which is next to Seongdeokwon. For that reason, he had carried out school projects several times before and the person in charge of the work at school, who knew of his perfectionism, recommended Green Print to Director Lee Kyung-suk. He has gradually earned a solid reputation in Mokpo thanks to his diligence and honesty by getting up early and sometimes giving up on weekends' rest to prepare and carry out work thoroughly. Then, one year ago, the store was moved to its current location, which is four times larger than before.

"The road in front of the store is usually heavily congested during rush hour because it is a shortcut to a main road, thus our store can be naturally publicized. It is in a great location." Although people didn't understand why he opened the store behind the main road, Cho's prediction was right. As the store catches views and has easy access with parking and a pleasant interior, not only building work but also the number of general customers have increased. Cho says that the customers' response to PANTONE Premium Paints is positive as they buy the product to paint on wallpaper. "I also used another company's product, but on the whole, the most satisfactory brand is NOROO. From an environmentally-friendly point of view, customers' satisfaction on NOROO is also high."

Manager Ko Woo-ri of the Gwangju Branch Office praises the wisdom and diligence of President Cho, who has expanded the business for the last five years despite a competitive Mokpo market. "He takes on a challenge for a new business aspect without hesitation. He is also looking to expand the business into retail at the moment." As for what Ko said, President Cho has thoughts about establishing an atelier-style store where DIY sample works can be performed, hoping that customers can become more familiar with paints.

"So far, I have been busy with settling the business, but now I would like to work towards a goal by looking after the surroundings. That's why I took on the painting work for Seongdeokwon." Although he has a goal to be the No. 1 chain store in Mokpo in the building work and sales business, it doesn't seem overly greedy because of his generous mind. His intention to share his heart will lead to the creation of an atelier for customers and his social contributions for neighbors will produce more beautiful examples like Seongdeokwon.

在木浦最好的油漆企业工作10年，现场工作经验异常丰富的曹圣植社长在5年前创立NOROO涂料股份有限公司特约代理店，最近正是GREEN PAINT油漆生意的旺季非常繁忙。曹社长表示圣德院油漆工程能够在时间较为从容的4月初完工也是值得庆幸的事，百忙中决心接受圣德院项目是因为曹社长“过去”的经历。曹社长毕业于圣德院旁边的德仁高中，因此多次承接了学校工程。知道他对于工作一丝不苟，便有人将他和GREEN PAINT推荐给了李敬淑院长。为了保障工程的顺利完工，起早贪黑、放弃周末休息时间的曹社长凭借他的诚实和耿直，逐渐让GREEN PAINT在木浦树立起口碑。在1年前，公司就已扩张搬迁至比原来卖场大4倍的现今卖场。

“店铺前面是连接附近大路的捷径，上下班时十分拥挤，但也自然而然成为宣传店铺的绝佳场所。”周围的人经常疑惑为什么偏偏将店铺设在后街，但曹社长早有考虑。这里不仅位置显眼，而且停车方便、店铺环境舒适，工程出货量和普通消费者人数逐渐增加。曹社长表示如今在壁纸上涂油漆的客人日益增多，所以PANTONE Premium Paints的市场反应良好。“我也用过很多其他公司的产品，但总体来说最让人满意的还是NOROO。从绿色环保层面来说，顾客的满意度也比较高。”

高Woo-ri主任称赞在竞争激烈的木浦市场环境中摸爬滚打5年的曹社长是一位“智慧与诚信兼备的人”。“敢于创新，对于新事物从不犹豫。至今仍在思索如何继续扩大零售领域市场。”按照他的话说来，曹社长正在谋划创立可开展DIY样品的工坊型卖场。这主要是想让顾客能够亲自感受油漆对产品更加熟悉。

“长期以来一直致力于打出品牌，现在将把目光放在周围、面向目标循序渐进。圣德院项目正是基于这一理念并将其落实为可能。”曹圣植社长的未来目标在致力于拓展工程和销售成绩，以期待能够发展成为木浦排名第一的特约代理店。他本人宽广的胸怀，这样的目标不难实现。秉承伴随邻里共同发展的心态，为消费者准备的工坊以及帮助邻里的社会奉献活动等，都能像圣德院项目一样收获美丽的成果。



# Embracing New Challenges Through Paragliding

Ji Il-shin, Senior Staff at NOROO KROBIS

Check the wind, inspect safety and throw yourself towards the destination. Once you let the wind take over, there is no going back. All you can do is let go of control and let the wind do its work. Paragliding resembles all journeys that have a destination. For this quarter's issue of Cheerful Time, we interviewed Senior Staff Ji Il-shin at NOROO KROBIS, who practices the notion of embracing new challenges through the act of paragliding, a sport that involves a process of preparation, checking and charging.

## 通过滑翔伞运动练习挑战

NOROO KROBIS的池一信主任

掌握风向，做好安全检查，朝着目标地点纵身一跃。既然已将身体托付给风，就无法再回头，只能朝着目标地点努力飞翔。或许所有朝着目标前进的旅程都和滑翔伞运动一样吧。笔者见到了NOROO KROBIS的池一信主任，这个通过滑翔伞运动的准备、确认和飞翔过程反复练习挑战的人。



### FLYING HIGH THROUGH TEAMWORK AND INDIVIDUAL EFFORT

A good hobby can energize one's life and help one be reminded of his or her hidden talents and nurture them into new strengths. It also helps to form new friendships. What kinds of hobbies do NOROO employees usually pursue to foster their hidden strengths? For Senior Staff Ji Il-shin at NOROO KROBIS, it's paragliding, a sport that requires throwing oneself into the wide, open sky. "I joined a paragliding club as a junior in college. I was so obsessed with the idea of flying to the point where I begged to be accepted even though I was no longer an eager freshman longing to gain an edge. If you're athletic enough, you could fly within a month or two but for me, it took six months to pass just the ground training."

The first step to paragliding is ground training, which requires running with equipment that weighs over 20kg on your back. Until she got the hang of how to glide with the wind, Ji had to run over and over again. She picked up so many bruises all over her body that she had to wear long-sleeved shirts during the summer. Those who started practicing around the same time were able to succeed in flying before she did. But she refused to compare herself to others nor give up trying. She simply believed that her time would come soon. Finally, on a breezy autumn day, she was able to try out her skills on her first ever flight.

"I would never forget that day. My feet left the ground, and I soon began to feel everything below me. The sound of the wind made me realize that I was finally flying." Ji said that, at the moment, she began to reflect on her fellow club members. "Paragliding is a team sport. Receiving help from your instructor and peers is crucial. I was so moved and grateful for having my peers and teachers support me from the beginning."

Teamwork was not the only lesson that Ji learned from paragliding. Succeeding in flying led her to dream of taking on new challenges. It was paragliding that led her to spend time in China as an exchange student, go to Canada on a working holiday and undertake a global internship in Vietnam, spending a total of nearly two and a half years in foreign countries in the process. Furthermore, through paragliding, she was able to meet new people. "I made friends with locals through a paragliding club in Vietnam. By doing so, I was able to easily learn about Vietnamese culture." Senior Staff Ji says that she can find a proper work-life balance through paragliding. When asked what her next challenge might be, Ji replied, "Right now, my job is my challenge. NOROO KROBIS' vision lies in providing the best ICT integration service in the world. I am positive that we will lead the scientification and advancement of Korean agriculture and create new values for agriculture in the coming years. I am proud to be part of a team that works to achieve that vision." Senior Staff Ji, who never allows herself to give up, is sprinting towards her goal of success, just as she would on any other day.



### 通过合作与努力飞翔

兴趣活动能为人的日常生活注入活力、激发自身内在潜能、实现自我开发，同时亦可开拓新的人际关系。NOROO人通过什么兴趣活动唤醒“自我”呢？NOROO KROBIS的池一信主任选择了投身于天空的滑翔伞运动。

“大三时我加入了滑翔伞运动社团。因为执着于翱翔天空的梦想，我以非新生的身份央求着加入了该社团。如果运动神经发达的话，一两个月内就可以飞行，但我的地上练习就花了6个月。”

学习滑翔伞运动，首先要背着超过20Kg的装备在地上练习拖着伞身奔跑。直到身体熟悉风的那一刻，池一信主任一直都在不断奔跑。练习期间，她全身都是淤青，盛夏时也只能穿长袖来遮掩。当初一起开始练习的人陆续都已经成功飞行，但池主任不比较、不放弃，她相信总有一天自己也会飞起来，终于在一个风和日丽的秋天，她成功地飞上了天空。

“真的很难忘，双脚悬浮在空中，瞬间一切都尽在我身下。感受着掠过耳畔的风声，让我感到自己是个巨人。”池一信主任说，“在那一瞬间，我想到了一路一起来的人”，“因为滑翔伞运动无法单人完成，需要领队与同伴们的合作，那一刻，我无比感动与感恩。”

池主任通过滑翔伞运动学到的不仅是合作精神，飞行的成功经验也让她开始了其他挑战。继中国的交换生生活后，她到过加拿大打工旅行，也曾越南做过国际实习，近两年半的时间都在异国度过，这是继滑翔伞运动以后的新挑战。在那里，她也因滑翔伞运动结识了很多新朋友。“我在越南时也通过滑翔伞运动兴趣会与当地人结下了深厚友谊，同时轻松地学到了越南文化”。以滑翔伞运动调剂工作与生活平衡的池一信主任，现在又有新的挑战目标。

“现在我正通过我的工作进行挑战。NOROO KROBIS的长远规划是提供世界最高水平的ICT融合服务。这将引领我们韩国农业的科学化与先进化，创造未来农业的价值。在实现这一长远规划的挑战中，我也是其中一员。”始终坚持不放弃的池一信主任，今天也在朝着成功努力奔跑。



# News Briefing



THE ETHICAL MANAGEMENT OFFICE CONDUCTED  
THE 2016 ETHICAL MANAGEMENT SEMINAR FOR THE EMPLOYEES



THE 2016 NOROO'S EXHIBITION  
ON NEW PRODUCTS AND TECHNOLOGIES WAS HELD

## NOROO Holdings Co., Ltd.

NOROO控股股份有限公司

### THE ETHICAL MANAGEMENT OFFICE CONDUCTED THE 2016 ETHICAL MANAGEMENT SEMINAR FOR THE EMPLOYEES

For five weeks that lasted from May to June 2016, the Ethical Management Office carried out the 2016 Ethical Management Seminar for NOROO Group's executives and employees in the country.

The seminar was held for the all employees except overseas employees in each location where NOROO Group is situated throughout the country such as Seoul, Anyang, Hwaseong, Cheonan, Ansan, Poseung, Pohang, Chilseo and Gwangju. With regards to seminar lecturers, Dr. Na Sang-eog, a consulting expert with a focus on ethical management and anti-corruption at EMANAGEMENT CO., LTD., was responsible for executives, while Deputy General Manager Lee Dae-gyu and Assistant Manager Park Oh-young, for employees, to explain the introductory overview of ethical management and to muster up sympathy for its direction. During the seminar, the Group's Code of Ethics and trade secret protection system were thoroughly reviewed and examined. The Ethical Management Office will continue to reinforce ethical management by supporting with systematic practice measures so that the employees will actively take part in ethical management.

#### 伦理经营室召开2016年员工伦理经营研讨会

5月~6月, NOROO控股股份有限公司伦理经营室以NOROO集团韩国全体员工为对象召开了为期5周的“2016年员工伦理经营研讨会”。本次研讨会在首尔与安养、华城、天安、安山、浦升、浦项、漆西、光州等

NOROO集团位于全国各地的现场举办, 除海外派遣人员以外的韩国全体员工均可参加。集团高管的讲师由伦理经营科反腐倡廉领域的咨询专家EMANAGEMENT咨询公司的罗尚亿 (Na Sang-eog) 博士担任; 普通员工的讲师则由伦理经营室的李大圭次长和朴梧映代理担任。研讨会使员工亲身了解了集团伦理经营引进背景与方向的同时, 提供了一同认真研究伦理规范与商业机密保护的宝贵时间。本次研讨会以后, 伦理经营室也计划以制度实践方案做后盾, 确保员工能够积极参与伦理经营, 从而铺设伦理经营的坦途。

### THE 2016 NOROO'S EXHIBITION ON NEW PRODUCTS AND TECHNOLOGIES WAS HELD

The 2016 NOROO's Exhibition on New Products and Technologies was held for ten days from June 7 to 16 at the Smart Center Seminar Room in the Anyang Factory. The Exhibition was a venue to introduce and display 33 types of products and technologies that were launched or are being developed in 2016 by NOROO Holdings Co., Ltd., NOROO Paint & Coatings Co., Ltd., NOROO Coil Coatings Co., Ltd., NOROO Automotive Coatings Co., Ltd., NOROO BEE Chemical Co., Ltd., and NOROO R&C Co., Ltd. Each company that participated received the opinions of sales staff and technicians on which they determine to manufacture more competitive products for the market.

#### 举办2016年NOROO集团新产品/新技术展会

NOROO集团主办的“2016年新产品/新技术展会”在安养工厂智能中心研讨会室举行, 展会时间为6月7日到6月16日, 为期10天。NOROO控股股份有限公司、NOROO涂料股份有限公司、NOROO卷钢涂料有限公司、NOROO汽车涂料有限公司、NOROO碧化学有限公



NOROO PAINT & COATINGS CO., LTD. RECENTLY CARRIED OUT  
THE DESIGN OF A RETAINING WALL IN ANYANG



司、NOROO特种树脂有限公司参加了本次展会, 介绍并展示了2016年已经推出或正在开发的33种产品与技术。通过本次展会, 各公司积极收集销售与技术者的意见, 并保证以此为基础生产更具竞争力的产品, 积极攻克市场。

## NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

### NOROO PAINT & COATINGS CO., LTD. RECENTLY CARRIED OUT THE DESIGN OF A RETAINING WALL IN ANYANG

NOROO Paint & Coatings Co., Ltd. succeeded in winning the bid issued through the Korea Online EProcurement System by Anyang City to conduct the design of the retaining wall in front of Jinheung Apartments in Anyang 3-dong and carried out the work. Anyang City's Urban Restoration Division had promoted this work as one of its urban regeneration projects, judging that the existing retaining wall had incurred cracks and the paint had flaked off, so it spoiled the appearance of the city. NOROO Paint & Coatings Co., Ltd. changed the street landscape to become more beautiful by using bright cream colors harmoniously and adding heart-warming paintings to it.

#### NOROO涂料股份有限公司实施安养保护墙设计工程

NOROO涂料股份有限公司成功中标通过KONEPS进行的安养3洞振兴公寓前的道路保护墙设计工程。目前该工程已投入施工。安养市城市重建科认为“现有保护墙开裂, 油漆脱落, 有碍城市美观”, 故而作为城

市重建项目的一部分推进了本次设计项目。NOROO涂料股份有限公司使用和谐的亮米色, 并绘制翻开童话书后展现出来的温馨图画, 藉此打造出美丽的街道风景。

### THE EMPLOYEES OF NOROO PAINT & COATINGS CO., LTD. PARTICIPATED IN MURAL PAINTINGS OF NOSONG PARK IN ANYANG 6-DONG

A small, desolate park in a residential area was transformed into an amiable shelter in May 2016. The concrete wall inside Nosong Park in Anyang 6-dong, located behind the Anyang Chamber of Commerce & Industry, was decorated with colorful paints. Previously, the park attracted neighboring residents' complaints and dissatisfaction as it was usually occupied by homeless and drunken people. The residents expressed their satisfaction on the change of its atmosphere thanks to the project, saying, "The dark concrete wall depressed us, but now the mural painting with drawings of vivid-looking fairy-tale characters makes the area brighter." The V Teojeon (volunteers of Anyang 6-dong residents) and NOROO Paint & Coatings' voluntary group members took part in the project. As NOROO Paint & Coatings Co., Ltd. has implemented 'the mural painting project for playgrounds to improve the environment of the local community', this project was naturally aligned with the company.

#### NOROO涂料股份有限公司员工参与安养6洞老松公园围墙壁画制作

这里是曾经荒废的住宅, 于5月份重新诞生为小公园的温馨休息场所。壁画为安养商工会议所后侧的安养6洞老松公园混凝土墙穿上了新衣。该公园曾经因平时流浪者与醉汉随地小便等原因, 引起附近地区居民的严重不满与不安。但这次的壁画令这里的氛围焕然一新, 居民们都



# News Briefing



NOROO PAINT & COATINGS CO., LTD. REACHED A PAY SETTLEMENT WITHOUT ANY DISPUTES 18 YEARS IN A ROW



NOROO KIBAN, INC. DEMONSTRATED THE SUPERIORITY OF ENVIRONMENTALLY-FRIENDLY LIGHT-TIGHT COATING AGENT FOR VINYL AND GREENHOUSES

非常满意，纷纷表示，“一直都觉得乌黑的混凝土墙不讨喜，但看着壁画上栩栩如生的童话人物，感觉小区比以前好多啦”。安养6洞的志愿者团队V基地与NOROO涂料股份有限公司员工志愿者们参与了本次壁画的制作。为壁画制作出力的NOROO涂料股份有限公司正在推进“地区社会环境改善小区公园壁画项目”，也因此自然而然地与本项目联系起来。

## NOROO PAINT & COATINGS CO., LTD. REACHED A PAY SETTLEMENT WITHOUT ANY DISPUTES 18 YEARS IN A ROW

The management (CEO Kim Soo-kyong) and the union (Union President Park Yeon-soo) of NOROO Paint & Coatings Co., Ltd. began pay negotiations on June 24 and concluded the settlement without any dispute, 18 years in a row. NOROO Paint & Coatings' 11th executive body held a meeting on wages with all union members for two months, under the four behavioral principles — communication, sharing, empathy, and participation. The negotiation during members' meetings was held three times to establish the proposal of the pay agreement. After the decision was made objectively by representative members, the pay negotiation reached its settlement without any dispute. Union President Park Yeon-soo said that based on trust established until now, the union will continuously dedicate themselves to create a 'happy' company and union in which its members can realize their dreams and are happy.

NOROO涂料股份有限公司实现18年连续无纠纷工资协商调解  
NOROO涂料股份有限公司（社长\_金守经）与工会（委员长\_朴然洙）于6月24日展开工资上调协商，实现18年连续无纠纷工资协商调解。NOROO涂料股份有限公司第11届执行部在沟通、分享、共鸣、

参与4大行动原则下，于2个月内开展全体工会成员工资座谈会，召开了3次交涉委员会会议，制定出现实可行的工资协议方案后，通过代议员们的客观决策开始协商工资协议，最终完成了本次无纠纷工资协商。工会委员长朴然洙表示，“为了以期间积累的信赖为基础，打造更加幸福的公司、实现工会成员梦想的幸福工会，我们将努力成为竭尽所能的工会”。

## NOROO KIBAN, INC.

NOROO KIBAN, INC.

## NOROO KIBAN, INC. DEMONSTRATED THE SUPERIORITY OF ENVIRONMENTALLY-FRIENDLY LIGHT-TIGHT COATING AGENT FOR VINYL AND GREENHOUSES

Noroo Kiban, INC. which is a subsidiary company for NOROO Group's agricultural business, held the fair for the environmentally-friendly light-shielding coating agent for vinyl and greenhouses that was jointly developed by the Rural Development Administration and NOROO Paint & Coatings Co., Ltd. at a farmhouse in Haman County, Gyeongsangnam-do Province on June 9, 2016 and proved its superiority. The fair, participated in by about 100 people from agriculture-related public research institutions and farmhouses nearby, demonstrated the results of the change in the internal temperature in the greenhouse. When the light-shielding coating agent was applied on the external surface of the paprika greenhouse, both the ground and the air temperatures were reduced by 3



THE KIBAN CO., LTD. HELD THE GROUNDBREAKING CEREMONY TO CONSTRUCT THE RESEARCH BUILDING AT THE ANSEONG SEED RESEARCH COMPLEX



## THE KIBAN Co., Ltd.

THE KIBAN Co., Ltd.

## THE KIBAN CO., LTD. HELD THE GROUNDBREAKING CEREMONY TO CONSTRUCT THE RESEARCH BUILDING AT THE ANSEONG SEED RESEARCH COMPLEX

On June 3, THE KIBAN Co., Ltd. had the groundbreaking ceremony to construct the Research Building at the Anseong Seed Research Complex. The research building of THE KIBAN Co., Ltd., which is a facility to study the seed development that will lead NOROO Group's agricultural life area, is scheduled to finish the construction by the end of this year. The three-floor research building with a total ground area of 3,305m2 will be built with a modern design harmonized with nature. Chairman of the NOROO Group Han Young-jae revealed his ambitions and expectations on the seed business and THE KIBAN Co., Ltd., by saying "Based on the successful experiences and R&D capacity as NOROO Group's chemical company, I hope that THE KIBAN will pioneer a new market in breeding science. I also believe that THE KIBAN will establish the world's best research capacity in the breeding science study field, through creation, innovation, harmony and cooperation.

## THE KIBAN Co., Ltd.安城种子研究所开工典礼

THE KIBAN Co., Ltd.于6月3日在安城种子研究园区举办了研究所新建工程开工典礼。THE KIBAN Co., Ltd.的研究楼是致力于引领NOROO集团农生命领域种子研发的研究设施，预计将于今年竣工。研究所共分3层，总面积约为3300平方米，其设计既现代又兼具自然与和谐的感觉。NOROO集团韩荣宰会长在开工典礼上发表贺词，他表示，“希



# News Briefing



NOROO NANPAO PAINT & COATING (VIETNAM) CO., LTD.  
CARRIED OUT THE 'KOREAN-STYLE MURAL PAINTING PROJECT'  
AT POOR FISHING VILLAGES IN VIETNAM



望THE KIBAN CO., LTD.能以NOROO集团化学企业的成功经验与R&D力量为基础，开拓出种子事业的新路。同时THE KIBAN CO., LTD.将通过创造与创新、团结与合作，在育种研究领域建设世界最高水平的研究力量”，贺辞表明了韩会长对种子事业与THE KIBAN CO., LTD.的抱负与期待。

## NOROO NANPAO PAINT & COATING (VIETNAM) CO., LTD.

NOROO南宝涂料（越南）有限公司

### NOROO NANPAO PAINT & COATING (VIETNAM) CO., LTD. CARRIED OUT THE 'KOREAN-STYLE MURAL PAINTING PROJECT' AT POOR FISHING VILLAGES IN VIETNAM

Backward fishing villages in Vietnam were transformed into Korean-style mural villages in the cooperation between Korean and young people in Vietnam. The village decorating project 'Art for Better Place' was performed in Tam Ky City, Quang Nam Province jointly by NOROO NANPAO Paint & Coating (Vietnam) Co., Ltd. and the Korea Foundation (KF), which is a public diplomacy organization in order to expand the cultural exchange with Vietnam. The project was carried out for two seaside villages in Tam Ky City by decorating dilapidated houses and streets with mural paintings with the participation of two countries' artists, villagers, and local authority officials. "I expect that the village decorating project will improve the residents' community spirit and transform the desolate beach villages into

ecological and cultural tourist destinations," said a Tam Ky City authority official. The Korea Foundation and NOROO NANPAO Paint & Coating (Vietnam) sent five artists specializing in mural paintings and twelve voluntary youth group members to the local villages in order to create Korean-style mural villages. Lee Gang Jun The Institute of Public Design was in charge of the mural painting design, while NOROO NANPAO Paint & Coating (Vietnam) supported paints and subsidiary materials.

NOROO南宝涂料（越南）有限公司在越南贫困渔村绘制“韩式壁画”韩国与越南青年共同将越南的落后渔村重新打造成了韩式壁画村。公共外交专业机构韩国国际交流财团（KF）与NOROO南宝涂料（越南）有限公司为加大与越南的文化交流，在广南省三岐市开展点缀村庄项目“Art for Better Place”。该项目在三岐市海边的2个村庄进行，由两国艺术家与村庄居民、当地政府等共同参与，在落后的住宅与街道上绘制壁画。三岐市政府人士表示，“期待能够通过本次点缀村庄项目，提高居民共同体意识，将落后的海岸村庄打造成生态文化旅游景点”。韩国国际交流财团（KF）与NOROO南宝涂料（越南）有限公司为推进韩式壁画村建设，向当地派遣了5名专业壁画作家与12名青年志愿者。壁画设计由李康俊公共设计研究所负责，NOROO南宝涂料（越南）有限公司负责提供涂料等辅材援助。



The 1st NOROO E-UM, a group organized to promote smooth communication within NOROO, had its first meeting. Members were happy to come together and vigorously take their first step toward NOROO with its 100-year history, by shouting out 'Ready~ Action!'

为实现NOROO的年轻沟通而创立的NOROO E-UM已完成第1次见面。见面会让所有人都非常高兴，大家一同朝着100年NOROO齐声呐喊“预备~开始！”



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.

用NOROO涂料刷成白色的木浦圣德院在南方明媚的阳光中闪闪发光，仿若希腊圣托里尼的村庄一般。圣德院李敬淑院长与GREEN PAINT曹圣植社长的微笑也如阳光般耀眼！



Ji Il-shin, Senior Staff of NOROO KROBIS, learned lessons about life and work from her hobby, paragliding, where 'you have to first run on ground in order to fly into the sky'. In front of a camera, Senior Staff Ji shows her confident attitude in facing a challenge.

若想登天，必须在大地上奔跑，这是滑翔伞运动教给人们的道理。通过兴趣活动滑翔伞运动领悟工作与生活智慧的NOROO KROBIS池一信主任。站在相机前的池主任，洋溢着勇于挑战者的自信。

