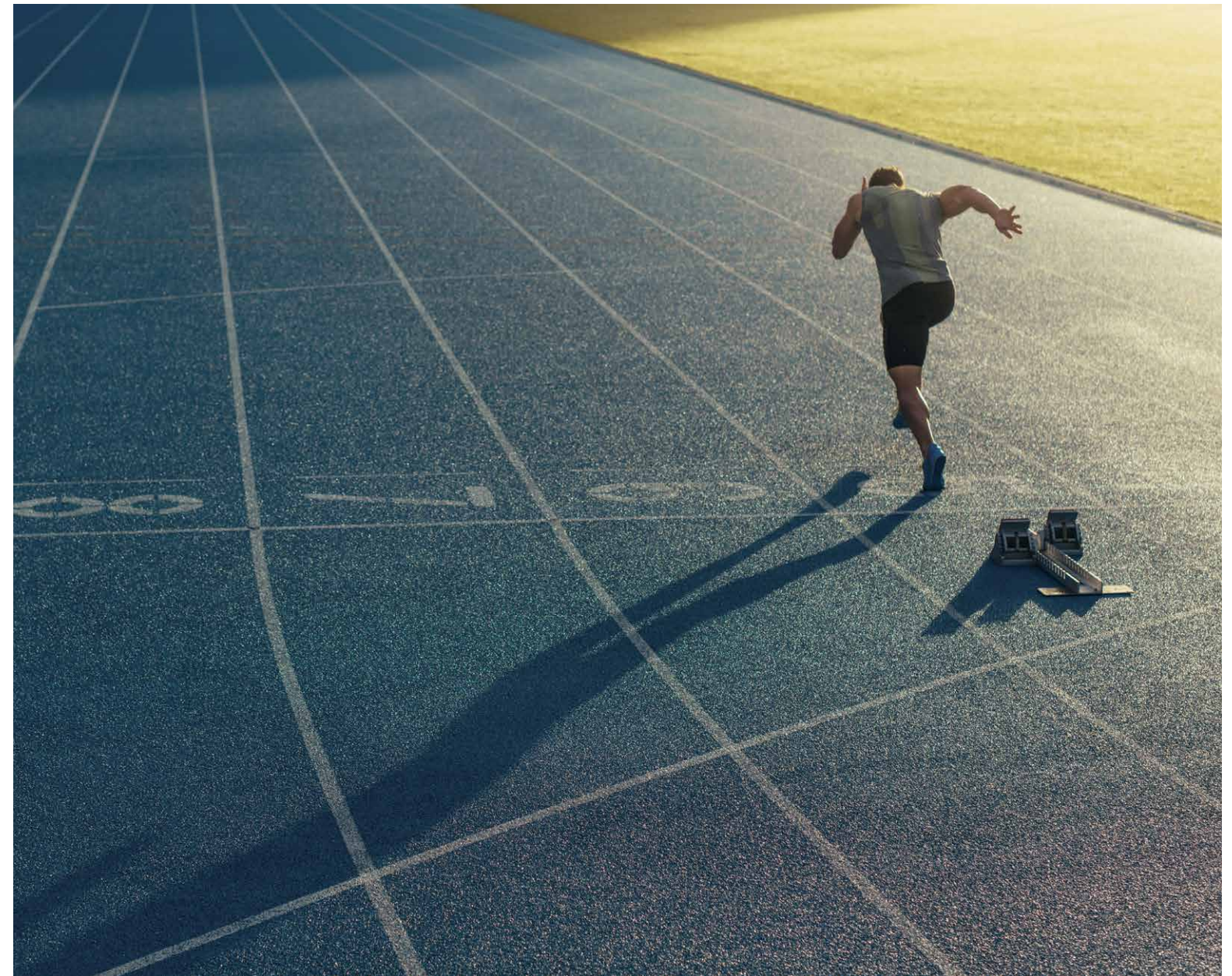


NOROO



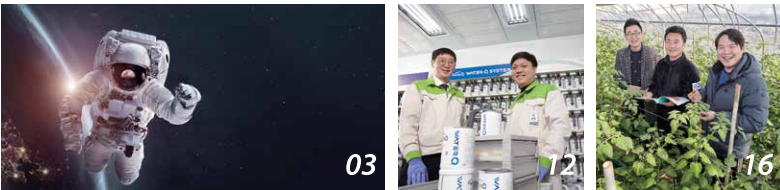
The First

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NOROO

THE FIRST



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The First Who Make The First

Written by Kim Seon-woo

What does one need to become the best? Speed to stay ahead of others, a progressive spirit to boldly take on challenges, passion that burns with intensity, and diligence that does not cease are all crucial to reach the top. Not a single one of these conditions can be overlooked. These qualities go unnoticed as they form a foundation that is veiled by other qualities they support. They are like starting blocks for a race, a mounting block for jumping, fuel for fire, and support that keeps one from growing weary. These are firsts and the basics.

缔造第一的先决要素

文. 金善遇

成为第一的必要条件有哪些？无人能敌的速度、果敢的进取心、熊熊燃烧的热情、不知疲倦的勤奋，这些缺一不可。然而，其中还有一点很容易被我们忽略。它最先出现，是支撑其他条件的基础，却很容易被掩盖。比如起跑时用的起跑器、跳跃时用的跳板、点火时用的燃料、激发永久活力的支持等，这些都是最基本的先决要素。



400,000 PEOPLE SUPPORTING FIRST MAN

Apollo 11 landed on the moon on July 20, 1969. Over 600 million people around the world watched the live broadcast of this moment on television. The story of the astronaut who took man's first step on the surface of the moon was made into numerous films and documentaries, and the film <First Man> was most recently released in 2018.

The first man in the film is Neil Armstrong. We remember his name. However, he was not the only man who went to the moon. Buzz Aldrin, the lunar module pilot for the Eagle accompanied Armstrong along with Michael Collins, pilot of the command module who orbited the moon on standby to bring the two astronauts safely back to Earth. In addition to the three heroes who reached the moon were the efforts of 400,000 individuals including scientists, engineers, and soldiers back on Earth. Preceding Apollo 11 was the Apollo 1 tragedy that took the lives of three astronauts and Apollo 7 that orbited the earth more than a hundred times before its return. Scientist Margaret Hamilton developed the automatic navigation software for the Apollo Guidance Computer to help surmount the crisis of an error that occurred just before landing on the moon, and other female engineers created the memory unit for the software. In 1962, President Kennedy ran into a janitor in NASA's lobby and asked, "What are you doing?" The janitor replied, "I'm helping put a man on the moon!"¹

Just as the moonlight has a dark, back side, there is reliable support sustaining the outcome on the forefront. They make the fundamental preparations, performs tests, fail, and take on challenges once more. They are all first men.

CLEAR VALUES ARE FUNDAMENTAL AND COME FIRST

The success of the Apollo project began with the presentation of a clear vision. In 1961, President John F. Kennedy at the time presented, "We choose to go to the moon in this decade... because they are hard... that challenge is one that we are willing to accept... and one which we intend to win." This clear goal made the hearts of Americans leap and united 400,000 people as one, deepening everyone's sense of duty despite the gravity of the job. They kept their eyes on

登月第一人身后的40万人

1969年7月20日, 阿波罗11号在月球着陆, 超过6亿人通过电视转播见证了这一历史时刻。在月球表面迈出第一步的宇航员的故事被改编成无数电影和纪录片, 最新一部电影是于2018年上映的《登月第一人》。

登月第一人名叫尼尔·阿姆斯特朗。所有人都记得他的名字, 但事实上, 登月者不止他一个, 还有登月舱“鹰”号的驾驶员巴兹·奥尔德林和为将两人安全带回地球而等待在月球轨道之上的指令舱驾驶员迈克尔·科林斯。除了这三位登月英雄, 地球上还有为此付出努力的40万名科学家、技术人员和军人等。早在阿波罗11号前, 曾发生过造成三名宇航员牺牲的阿波罗1号事故, 也有往返地球上百次的阿波罗7号。科学家玛格丽特·汉密尔顿开发出阿波罗制导计算机的自动驾驶软件, 帮助阿波罗号克服了登月前的错误危机, 其中还包含了创造软件记忆装置的女性技术人员的功劳。每一个人都为同一个使命而努力。1962年, 肯尼迪总统在NASA走廊偶遇的清洁工“你负责什么工作?”, 清洁工答道“我的工作帮助人类登月!”

明亮的月亮也有黑暗的一面, 同样, 显现在表面的成果背后也存在着坚不可摧的后盾。这些人最早挺身而出, 不断进行准备、试验, 经历失败并重新挑战。毫不夸张地说, 每一个人都第一人。

明确的价值观是最基本的先决要素

阿波罗计划之所以成功, 是基于制定了明确的蓝图。当时的美国总统约翰·F·肯尼迪于1961年发表声明称“美国将在20世纪60年代结束前, 将人类送上月球, 并安全返回地球。即使困难

the significance of the mission no matter what came at them.

This is applied to business management in the same way. The first question that the global consulting firm McKinsey & Company asks each member, executive member, and clerk upon receiving consultation is, "What are the three most important things to your business?" Interviewees of a healthy business will give similar answers while interviewees of a disorderly business will give differing answers.² When priorities differ among staff members, conflicts will arise and make communication difficult, resulting in failure of concentration on work. Thoughts will drift away from work and no one will take responsibility for business results that have left their hands. If Margaret Hamilton's goal was to 'develop automated navigation software that she was ordered to make' instead of carrying the vision to 'send man to the moon and safely bring him home,' her software would never have built a program that dodged errors. If the Apollo 11 astronauts were stuck with an egocentric mindset such as, "Our flight is perfect," the program in preparation would not have been operated. Their thinking went beyond "doing what they were told" or "proving self-ability" as they never forgot their mission to "go to the moon and return safely."

To be a top company, there must be clear values. Staff members must understand the reason for the company's existence, the company's visions, and methods used for business. When asked what they do, not a single person of McKinsey's staff answers, "Consulting." They all respond with, "We help build the success of businesses and the government." Like such, when a company's values are properly shared, staff members will gain pride in their work and show devotion. Colleagues will become friends, communication will go smoothly, and emotional conflict will be reduced. These will navigate companies in long-term growth.³

THE FOUNDATION IS COMMUNICATION

Company values in the past were clear. Staff members adapted to a company's business goals without showing aversion. However, younger generations who emphasize individual satisfaction and importance reject small-town values⁴ and are not receptive to one-way instructions. A set of values must include an affiliated company's identity, legitimacy that contributes to society, and persuasive logic that tolerates everyone, and communication that achieves sympathy with active discussion and debate is an absolutely required fundamental and key value. As the outside market environment grows intense with low growth and hypercompetition, the inside must share information under a single set of values and bond through trust. When fundamental communication is stable, the company will build a sturdy foundation and take off as the first man of the market.

重重, 但我们选择了这条路, 且志在必得。”这个明确的目标根植于美国人的心中, 使40万人万众一心, 大事小情都被赋予了使命感。无论身处何种情况, 他们都会想到这件最重要的事情。

这一点同样适用于企业经营。麦肯锡咨询公司作为跨国专业咨询公司, 在得到企业咨询委托后, 会在相应企业管理层、干部和普通员工中各挑选一人, 询问他们“对你们公司, 最重要的三点是什么?”答案相似的企业经营状况往往比较健康, 而答案各异的企业经营状况会十分糟糕, 无一例外。员工之间价值认知的顺序不同, 会激发矛盾或增加沟通障碍, 从而导致所有人很难专注于工作。对工作不上心, 自然也就不会对分内之事产生责任感。如果当时玛格丽特·汉密尔顿树立的目标不是“将人类送上月球, 并安全返回地球”, 而是“开发一款自动接收订单软件”的话, 她的软件可能无法出现纠错程序。阿波罗11号的宇航员若固执己见, 认为“我们的飞行毫无瑕疵”, 那么可能根本最终无法启动预设程序。他们都突破了“被动工作”或是“证明自身能力”的局限性, 始终牢记“我们要登上月球, 并安全返回地球”这一使命。

若想成为一流企业, 首先需要拥有明确的价值观。企业为什么存在, 我们的梦想是什么, 我们要以何种方式经营, 全体员工需要对上述三个问题统一答案。如果问麦肯锡咨询公司的员工他们的工作内容, 没有人会回答“咨询”, 所有人的答案都是“我们帮助企业 and 政府获得成功。”由此可见, 只有正确分享企业的价值观, 员工才会产生对工作的自信, 加深对企业的感情。当每一名员工都在心里将同事看作同志, 沟通自然就会变得顺畅, 情绪化矛盾也会减少。这有助于引领企业长期发展。

沟通是根本

过去的企业价值观十分明了, 所有员工无条件顺从企业的事业目标。然而, 对于重视个人满足的青年一代来说, 他们拒绝狭隘的价值观, 也不愿接受单方下命令式的工作方式。在这种情况下, 价值观必须包括企业独有的特性、贡献于社会的正当性、包容所有人的说服逻辑, 同时通过活跃的对话和讨论产生共鸣的沟通也是绝对必要的基本价值和核心价值。低增长和超竞争等外部市场环境越激烈, 内部越需要在同一种价值观下分享信息, 凭借信任连接彼此。当企业可以毫无阻碍地完成沟通这一基本要素时, 便可以建立坚实的基础, 逐渐发展成为市场第一人。

1. *50th Anniversary of Apollo's Landing on the Moon, Surprising Truth About the History of the Moon Landing*, columnist Lee Jung-mo, Korea's policy weekly <Gonggam>
- 2,3 *What is Value-based Management*, Jeon Sung-chul and others, Sam & Parkers, 2013
- 4 *Manage with Values*, Jung Jin-ho & Ki Min-kyung, Idea Map, 2019



The Way of a Leading Company Opened with Communication

NOROO Way Restart / Business Council

In 2012, NOROO established and presented the future-oriented value system “NOROO Way”. In 2016, ethical management was introduced to internalize the NOROO Way, and the NOROO Way Restart Project officially began to practice the NOROO Way. The NOROO Way Business Council leads the way for a leading company based on its foundation of communication and the NOROO Way principle that “A path is not followed, but made.”

以沟通开启一流企业之路

NOROO Way Restart / 实务协商会

2012年, NOROO确立并发布了未来指向型价值体系——NOROO Way。2016年引进伦理经营并融合 NOROO Way后, 正式实施用于实践的NOROO Way Restart项目。NOROO Way实务协商会以“我们不是在跟随, 而是在开拓新路”这一NOROO Way的信念和沟通为基础, 正在为NOROO成为一流企业铺平道路。

Founder's Spirit
For my Homeland

Management Philosophy
Blazing a new trail
into the future

Corporate Vision
BRIGHT COLOR,
SMART WORLD

THE NOROO WAY RESTART PROJECT MADE FIRSTHAND

The NOROO Way is the inheritance of NOROO founder, Chairman, and CEO Han Jeong-dae's spirit and the value system for expanding the NOROO Group into a leading global company. The NOROO Way Restart Project was initiated voluntarily within the company in 2016 to internalize and practice of such values. The first person to suggest the activity was Manager Lee Dae-hee of the NOROO Holdings Ethical Management Team.

“My job is to make sure that the ways of working at NOROO, such as company rules and procedures, stay on a rational path. I believed that in order for employees to comply with the NOROO standard, the mindset and attitude about the company's vision and values, in other words understanding and identification with the NOROO Way, need to precede such compliance.”

In order to fulfill such performance, Manager Lee Dae-hee sought individuals who had extensive knowledge about NOROO Group, including Representative Director Kim Jang-ho of NOROO Loginet Co., Ltd., General Manager Kim Ki-do of the IT Support Team, Deputy General Manager Ji Nam-cheol of the Digital Marketing Team who had established numerous data for the NOROO Way, and Deputy General Manager Ko Jae-soo who was in charge of group training. All of these individuals agreed on the need for activities for the internalization and understanding of the NOROO Way by employees, and the internal organization, the 1st NOROO Way Business Council, was introduced in September of 2016.

“The Council was formed upon decision by a top management team who believed that an internal organization would prove more effective than an outside consulting agency. First, in order to recognize our present state and choose a direction for action, we performed surveys and interviews with all employees in March of 2017.”

亲自创造的NOROO Way Restart

NOROO Way继承了公司创始人韩鼎大会长的精神, 是促使NOROO集团发展成为世界一流企业的价值体系。为了消化吸收并实践此价值观, 纳路涂料于2016年自发在公司内部实施 NOROO Way Restart项目。提议该项目的是纳路控股股份有限公司伦理经营室的李大熙课长。

他表示“我主要负责确保公司规定、政策、流程等NOROO工作方式向着合理的方向发展。为了保证全体员工遵守NOROO的标准, 应该首先让大家对公司愿景和价值观的想法和态度, 即对NOROO Way的理解和认同产生共鸣。”

于是, 李大熙课长向熟知集团历史的纳路物流有限公司的代表理事金长好常务、纳路涂料股份有限公司IT支持组组长金基道部长、曾创建多个NOROO Way资料的数字营销组组长池南哲次长, 以及集团教育负责人总务组组长高在秀责任次长进行了咨询。所有人一致同意有必要通过开展活动帮助员工提升对NOROO Way的理解和消化。随后于2016年9月组建了第一期内部会议——NOROO Way实务协商会。

李大熙课长解释称:“公司最高管理层认为在公司内部开展此类活动的效果高于委托外部咨询, 因此组建了协商体系。为确认目前的情况并确立活动方向, 2017年3月, 首先面向全体员工进行了问卷调查和采访”



KIM JANG-HO
NOROO Loginet



KIM YOUNG-GIL
NOROO Coil Coatings



JUNG JIN-HAN
NOROO Automotive Coatings



KYUN SUNG-SU
NOROO Loginet

SHARING NOROO'S YESTERDAY AND TOMORROW

Even after conducting surveys and interviews, choosing a direction to take was not easy. However, General Manager Kim Ki-do says that this was absolutely necessary to create the next “100 years of NOROO”. He commented, “There is a limit to an enterprise’s growth when values are only placed on sales and profit. History, the future, culture, and values must be shared amongst the Chairman and CEO and all of the employees.” He added that the importance of sharing values will grow.

Each office selected a minimum of one internal instructor and a change manager who would fulfill the role of a CA (Change Agent), and training began with new employees. Deputy General Manager Ji Nam-cheol explained, “According to the survey, employees who have been with us for less than five years had noticeably lower trust and pride in the company. This results in a drop in faithful completion of one’s duties and ultimately leads to resignation. It was our judgment that a proper understanding of the NOROO history and values would raise employee pride in the company.” The training also bridged the generational gap between employees. Deputy General Manager Ji Nam-cheol further explained, “There are considerable age differences among employees because there are many workers who have been with NOROO and its long history for a long time. The NOROO Way Restart education and the message of change help employees to communicate and understand one another.” Deputy General Manager Ji Nam-cheol added that overbearing speech and behavior has in fact been decreasing in the workplace.

A CHANNEL OF COMMUNICATION, A PATH OF INFORMATION, NOROO WAY RESTART

Changes resulting from the NOROO Way Restart Project became noticeable in each employee. Changes were seen in members of the NOROO Way Business Council as well. Deputy General Manager Ko Jae-soo, a CA, attended the lectures, studied diligently, and now feels the respon-

分享NOROO的过去和未来

金基道部长表示, 虽然实施了问卷调查和采访, 但制定方向并不是一件容易的事情。不过, 要想创建“百年纳路”, 这也是必做的一件事。企业的成长不能只靠销售和利润。从会长到员工, 所有人都要学习企业的历史和未来、文化和价值。他还强调称, 在以后的日子里, 分享价值观将变得越来越重要。集团旗下的每家公司最少选出一名与公司内部讲师一同负责CA (Change Agent) 的变化管理员, 为新入职的员工实施培训。池南哲次长解释称:“问卷调查的结果显示, 工作不满五年的员工对公司的信任度和自信心明显较低。这会导致对业务的忠诚度下降, 最终演变为离职。详细了解NOROO的历史和价值, 有助于帮助员工培养对企业的自信心。”培训还可以缩小员工之间的代沟。池南哲次长介绍说, “NOROO是家历史悠久的企业, 公司内自然有很多工作多年的老员工, 员工之间的年龄差异较大。NOROO Way Restart教育和传递变化的信息有助于彼此理解和沟通。”在实际工作现场, 独断言行也的确有所减少。

沟通的频道, 信息之路, NOROO Way Restart

在个人方面, 同样有员工因为NOROO Way Restart项目产生了改变。NOROO Way实务协商会成员也不例外。高在秀次长作为CA, 在负责讲义的同时进行学习, 感觉自己产生了以身作则的责任感。他表示, 行动规范中有“遵守约定”一条。在开实务协商会的日子迟到, 一定会听到这句话。这句话已经成为了所有员工的口头禅。也就是说, 全公司已经将遵守约定变成了一

sibility to set a good example for others. He commented, “In the Code of Conduct is ‘Keeping Promises’. We hear these words when someone is late to a Business Council meeting. By now, everyone has become quite accustomed to saying this.” This shows that promises are kept throughout the company.

The NOROO Way, which was once considered superficial, is now gradually being embedded into practical business affairs. General Manager Kyun Sung-su, Head of Distribution at NOROO Longinet Co., Ltd., stated, “When there are differences in opinion among team members, we re-share the vision and make mid- and long-term plans, which helps to bridge the gaps.” He again stressed the importance of the NOROO Way and the necessity for training. Chief General Manager Kim Young-gil of Technology Team 1 at NOROO Coil Coatings Co., Ltd. gave a description of a detailed, practical strategy, saying, “In order to practice the NOROO Way Code of Conduct, ‘Lead changes and act personally’, we aim to develop at least two new products each year through the active collection of data by employees.”

The NOROO Way Business Council, established in 2016, organized its third Council this year. Through education and debates, along with the process of actualizing the NOROO Way, the NOROO Way Restart Project shares and develops the values, visions, and Code of Conduct of NOROO. The project is paving the way for a new path for NOROO. Manager Lee Dae-hee said, “I believe that a channel of communication and a path of information was formed through NOROO Way Restart. When we stay on this path together, we will grow closer to a more dynamic and brighter future.”

种生活习惯。

起初, NOROO Way只被认为是一种表面的形式, 但事实上, NOROO Way正在对实务产生着潜移默化的影响。纳路物流有限公司物流本部长甄昇洙再次强调了NOROO Way的重要性的必要性, 他表示:“和组员意见相悖时, 通过重新分享愿景、树立中长期计划的方式可以缩小差距”。纳路卷钢涂料有限公司技术1组首席部长金荣吉对工作现场的具体实践战略进行了说明, 他表示“为了实践NOROO Way‘主导变化, 主动行动’这一行动规范, 所有员工都在积极收集信息, 树立了每年开发2件以上新产品的目标。”

李大熙课长称, 2016年组建的NOROO Way实务协商会于2020年迎来了第三期。NOROO Way Restart通过教育、讨论以及创造的过程, 分享并发展NOROO的价值、愿景和行动规范, 这正是创建NOROO全新道路的步伐。

他认为“通过NOROO Way Restart可以开拓沟通的频道和信息之路。所有纳路人会通过这条路凝聚在一起, 充满活力迎接光明的未来。”

KIM KI-DO
NOROO Paint & Coatings

NOROO Way Restart

LEE DAE-HEE
NOROO Holdings

JI NAM-CHEOL
NOROO Paint & Coatings

PARK SEUNG-CHEN
NOROO Paint & Coatings

KO JAE-SOO
NOROO Paint & Coatings

CHUNG JIN-SUNG
NOROO BEE Chemical

KIM HAN-JOO
NOROO R&C

NOROO-ers who Start the Day

Start the morning with a splash of cold water to the face, get to work by taking the bus and subway, sit at the desk and turn the computer on. A start to the day begins with the efforts of many people. Subways and buses move on time, offices are cleaned, and meals are prepared for life to go on. At NOROO are individuals who work first for today to start. This is how NOROO creates tomorrow.

开启一天的NOROO人

用冷水洗漱提神醒脑, 乘坐地铁和公交车上班, 坐在办公桌前打开电脑, 每天清晨周而复始, 然而这背后却包含了无数人的辛劳。按时运营的地铁和公交车、一尘不染的办公室、预先备好的饭菜, 是这一切确保了日常的正常运转。NOROO同样有为开启全新一天而早早行动的一群人。正是因为有他们的存在, NOROO才有能力创造明天。



FIRST PLACE OF GREETING CUSTOMER INFORMATION CENTER

初次相遇的地方, 顾客咨询室

This is the first place that visitors of NOROO's Anyang factory encounter. This is the Customer Information Center at the main entrance. Team Leader Lee Chul-hwan and Manager Jung Da-eun of the Customer Information Center guide visitors around NOROO and record everything and everyone that enters and leaves the factory. "I feel that the Information Center that visitors are first greeted with is the face of the company. I work with the mission to protect company assets, protect the people, and guard NOROO's culture." Team Leader Lee Chul-hwan, who has worked with NOROO for fourteen years, guards the Customer Information Center with a higher sense of pride than others. The visitor's room located behind the Customer Information Center is a small meeting room where results are produced after negotiations and meetings. As a place of exiting, entering, and meeting, the Customer Information Center is the connecting link between NOROO's inside and outside as well as yesterday, today, and tomorrow.

NOROO安养工厂访客最先到达的地方, 是位于正门的顾客咨询室。顾客咨询室的李铁焕组长和丁多恩主任负责为访客介绍NOROO, 记录所有出入相关内容。“咨询室是顾客对NOROO的第一印象, 可以说是公司的门面。在工作过程中, 我们始终坚守保护公司财产和员工安全这一使命, 用心守护NOROO文化。”已经在NOROO工作了13年的李铁焕组长始终坚守在顾客咨询室, 对工作抱有极强的自豪感。顾客咨询室后面是会客室, 同时也是一间小会议室, 主要用于进一步协商和会议。作为进出NOROO与会客的地方, 顾客咨询室是建立NOROO的内部和外部沟通的桥梁, 连接着昨天、今天和明天。



BREAKING THE DAWN NOROO LOGINET CO., LTD. DISTRIBUTION TEAM 1

点亮佛晓, NOROO物流有限公司 物流1组

Assistant Manager Kim Dong-hoon of NOROO Loginet's Distribution Team 1 arrives at the Anyang factory by 6:40 a.m. and opens the storage doors to help unload supplies that arrive at 7 a.m. "We can help the drivers save time by preparing ahead. When we unload new products and load missing products, the drivers who deliver to the Seoul-Incheon area come pick up the products. When we consider that this is the final process before items ship to customers, we need to pay special attention to them." Assistant Manager Kim Dong-hoon's day is longer due to his early commute to work, but he maintains his strength for the smooth delivery of products. "I feel that the work our distribution team does is part of the service industry. The start must be good for the process to arrival go smoothly." We have a fine start to the day thanks to Assistant Manager Kim Dong-hoon who believes that the entire distribution process is a service to customers!

就职于NOROO物流有限公司物流1组的金东勋代理每天清晨6点40分准时到达安养工厂, 打开仓库大门, 帮助7点到达的物流车卸货。“要提前做好准备, 才能帮助司机师傅们节省时间。新产品卸货和补货工作结束后, 负责京仁地区配送的司机师傅们便会来装货。一想到这是顾客收到货品前的最后一道流程, 便不敢有丝毫马虎。”金东勋代理需要每天凌晨到岗, 和其他人相比, 他的一天尤其漫长。但为了确保产品顺利出库, 他始终保持着十足的干劲, “我认为我们物流组的工作就是服务业。顺利的出发才能确保送达过程万无一失。”金东勋代理将物流的每一个流程当作为顾客提供的服务, NOROO的一天因为他的存在而拥有了一个美好的开始!。



LET'S EAT FIRST! CAFETERIA COOKS

人是铁, 饭是钢! 公司食堂厨师

The simple question, "Did you eat?" is a popular phrase not just because of a famous actor's noteworthy performance. "Have you eaten?" "Let's grab a meal sometime." These have become greetings, and this is because Koreans particularly love food. Food is important to NOROO-ers as well. The place that prepares important food is the cafeteria kitchen. Cooks Lee Myung-hee, Jeon Youn-soon, and Kim Jung-ok who came together for the filming agree that "Food is energy!" "Just like the saying, 'bap-shim,' [meaning 'energy from food'] food is energy, a tonic, and life. We will cook delicious food for you. Keep it up!" The kitchen is busy cooking three meals a day for NOROO starting at 5 a.m. We're newly energized by food packed with sincerity.

一句再平凡不过的“吃饭了没?”之所以能够成为流行语, 不仅仅是因为一句著名的台词, 在韩国到处都可以听到“您吃饭了吗?”“下次一起吃饭吧。”之类问候, 因为韩民族格外钟情于吃饭。对NOROO人来说, 吃饭同样重要。在NOROO, 由公司食堂后厨负责NOROO人的餐食。为配合本刊拍摄而聚在一起的厨师李明姬、田连顺和金贞玉异口同声地喊道“人是铁, 饭是钢!”。“韩国有‘饭心’一词, 意思是吃饭后的力气, 可见在韩国饭是力量, 是活力源泉, 是生活本身。我们会准备美味的米饭, 请大家加油工作!”每天凌晨5点, 后厨便出现了为准备NOROO一日三餐而忙碌的身影。充满真情实意的米饭会创造全新动力。



SEND YOUR CONCERNS TO ME NOROO PAINT & COATINGS CO., LTD. GENERAL AFFAIRS TEAM

承担所有担忧, NOROO涂料股份有限公司的总务组

"The role of employee welfare is to support the staff so that they can focus solely on their duties. I will take care of their concerns." Manager Kim Hyun-seung of the General Affairs Team who is in charge of employee welfare is a trustworthy NOROO-er who will undertake all concerns. The first thing she accomplished after joining NOROO the past year as a new employee is the company fitness center. "A proposal for a fitness center was made right after I joined the company. I took on the responsibility with a positive attitude because I like to work out." Thanks to Kim, NOROO-ers have opportunities to work out during their free time and improve their physical strength. She hopes to lead positive changes in employee welfare through lots of communication and provide opportunities for young NOROO-ers to demonstrate their abilities. We look forward to her support in paving the way for the future with the same excitement she had on her first day of work.

“员工福利的作用就是提供全方位支援, 确保员工专注于工作。放心将烦恼交给我吧。”在总务组负责福利工作的金贤胜主任是看起来可以解决一切问题的可靠NOROO人。他是去年入职的公司新人, 工作的第一项成果便是公司内部健身房。“我刚进公司便收到了建造健身房的提议。我个人也是运动爱好者, 所以对此进行了积极准备。”得益于此, NOROO人有机会利用琐碎时间进行运动, 增强体质。金贤胜主任希望今后能通过广泛沟通, 在福利方面积极改善, 创造机会让年轻的NOROO人发挥能力。怀着入职第一天般的兴奋与激动, 金贤胜主任描绘了他心中的未来规划, 我们对他拭目以待。



Water Q Technology Deliverance through the RTC

NOROO Paint & Coatings Co., Ltd. Poseung factory RTC

NOROO Paint & Coatings Co., Ltd. founded the Refinish Technical Center (hereinafter, ‘RTC’), a learning center for automotive refinishing paints, at the Poseung factory and opened its doors on November 20th. The RTC of the Poseung factory, established to keep pace with the reinforced standard for the atmospheric environment by the Ministry of Environment while simultaneously providing consumers with efficient training in a more pleasant environment, will soon be the center of NOROO’s leading technology.

凭借RTC传播WATER Q的技术实力

NOROO涂料浦升工厂RTC

NOROO涂料股份有限公司在浦升工厂成立汽车修补漆培训基地——RTC(Refinish Technical Center), 并于2019年11月20日正式开放。成立浦升工厂RTC主要是为了配合环境部加强大气环境标准, 同时在更加舒适的环境中为消费者提供有效培训, 这里将成为展现NOROO领先技术的秀场。

NOROO IS DIFFERENT

The RTC building that stands to the right of the Poseung factory entrance greets visitors with a clean lobby. The left side of the building connects to the on-site training area, and at the top of the stairs on the right is the second-floor lounge and main theoretical learning center. One can sit in the lounge to be embraced by the sunlight that shines through the open windows, reminding visitors of the words ‘bright and pleasant.’ The image of the new learning center built for eco-friendly, water-based paint echoes this very image. NOROO Paint & Coatings’ Department Head of the Automotive Refinish T/S Team Park Min, stated, “Our learning center is the most recently built learning center for automotive refinish paints among all enterprises in the country. We paid close attention to the layout and flow of the center because we knew this would be an issue for some time. We wanted to show that ‘NOROO is different.’ “In accordance with the Clean Air Conservation Act, the entire industrial circle will reduce VOCs, and starting next year, sales of automotive oil paints will be prohibited, which led to explosive demand for on-site learning of water-based automotive refinishing paint. Automotive refinishing paint is a high-price material requiring meticulous technology as the material is applied to various colors in different work environments. Moreover, water-based materials differ from oil-based materials in terms of the drying speed, equipment, and installation. NOROO Paint & Coatings’ automotive refinishing water-based paint, Water Q, which officially launched sales in 2014, has supplied businesses directly managed by Kia with refinishing paint as its officially designated supplier for six years, and NOROO expanded its cooperation with general industrial companies and enterprises affiliated with

NOROO与众不同

RTC建筑位于浦升工厂入口右侧, 整洁的大厅迎接着每一名访客。左侧与实习场相连, 沿右侧台阶上至二楼, 即可看到休息室和核心理论培训中心。阳光透过休息室宽大的窗子倾洒进来, 让人自然而然地想到“明亮舒适”几个字, 充分体现了全新环保水性涂料专属培训基地的形象。 “在韩国业内汽车修补漆培训机构中, 我们的培训基地是最新建成的, 布局设计和移动路线等都会成为瞩目的焦点, 为此我们已经做好了万全准备。想要为大家展现一个‘与众不同的NOROO’。”NOROO涂料汽车修补漆T/S组朴珉科长对此进行了说明。 “依据《大气环境法》产业整体降低了VOCs, 而且按照规定, 从明年起市场上将禁止销售油性修补漆, 因此, 对水性修补漆的现场培训需求出现了大幅度增长。汽车修补漆利用的是高价原材料, 在不同的作业环境下呈现的色彩也大相径庭, 因此需要精湛的技术。而且在干燥速度、装备和设备方面, 水性涂料与油性涂料之间也存在很大区别。NOROO涂料旗下汽车水性修补漆品牌WATER Q自2014年起正式开始销售, 并被起亚直营店选为官方指定修补漆。如今是我们为起亚供货的第六年, 在与起亚合作的一般汽车修理厂也可以看到WATER Q的身影, 我们的技术已经得到了业界的肯定。但是, 要想发挥水性涂料的真正性能, 需要使用者在作业现场进行准确操作, 因此在培训方面的投资必



REFINISH TECHNICAL CENTER

Kia to be recognized for its technology. However, the paint can only fully demonstrate its efficiency when utilized properly by the user on site, and hence, the need to invest in education. The cruciality of learning gradually intensifies in constructing a brand image and strengthening customer trust.”

Son Byung-gil, Manager of the Automotive Refinish T/S Team in charge of RTC training with Department Head Park Min, proudly commented, “The learning center is also the center for promoting sales through publicity of the company’s technology, products, and equipment. Individuals who visited other centers expressed that our RTC’s advanced system and equipment was a great help to them.”

TAKING THE LEAD WITH ADVANCED EQUIPMENT

Although RTC’s facilities, including the lounge, main theoretical learning center, dressing room, and shower room on the second floor, are impeccable, the first-floor training center certainly differentiates itself from other facilities. Two spray booths were installed for separate works, and a function that lowers the temperature was added to the booths for the first time in the industry. Work efficiency changes with the temperature, and this also provides a pleasant learning environment during the summer months. Wired glass and flameproof fluorescent lighting were installed in the spray booths and mixing rooms to completely satisfy the strict regulations for environmental facilities and flameproof facilities. The facilities are also equipped with solar powered lighting that can accurately catch color changes that result from differences in light sources.

不可少。同时,在构建品牌形象、提升顾客信任度方面,培训也变得尤为重要。”

与朴珉科长一起在RTC负责培训的汽车修补漆T/S组孙秉吉科长骄傲地补充道:“培训基地不仅可以宣传公司的技术、产品和设备,还有助于促销。很多去过其它机构的用户都表示,看到RTC的最新系统和设备后,感觉很有帮助。”

凭借最新设备独占鳌头

尽管二楼的休息室、核心理论培训中心、更衣室和淋浴间等设施完善,但最能体现基地特色的当属一楼的实习中心。实习中心内设有两个喷漆房,可以分别进行不同作业,而且是业内最早引进降温功能的喷漆房。温度是决定喷漆工作效率的重要因素,降温功能还可在夏天提供舒适的培训环境。喷漆房、调漆室等安装有嵌丝玻璃和防爆荧光灯等设备,严格遵守环境设备、防爆设备等相关的严苛的法律规定。同时装有仿太阳光灯,以确保准确掌握不同光源下的色彩变化。

最引人注意的是近期推出的自动调色系统。原有的WATER Q系统需要用户参照说明书调色,引进WATER Q自动调色系统后,只需轻轻一点,即可根据所需配比准确计量,自动调色,甚至可以提供线上远程调色和A/S服务,是名副

A system that catches one’s attention is the newly introduced auto color system. The existing Water Q system required that the user refer to the manual as he/she mixed paint colors. The Water Q auto color system accurately measures the desired combination with a single click to automatically mix colors. The super precise auto color system even offers distant color mixing and an online warranty service. The auto color mixing allows for multi-tasking during color mixing and offers convenience for customers as the color mixing history is computerized and managed. The system is first-class in its color matching ability. Due to the costliness of this equipment, the RTC is an excellent venue for customers to test the system’s effects. “Last January, we held the RTC opening ceremony that also introduced the Water Q auto color system. Eighty chain store representatives and personnel from sixty enterprises nationwide attended this event, and contracts for twenty-eight Water Q auto color systems were concluded. The attendees tested the system here and experienced its performance.” Department Head Park Min’s description confirmed the synergy between the RTC’s newest equipment and the Water Q auto color system’s color-matching function.

HEAD TO THE RTC TO LEARN MORE ABOUT AUTOMOTIVE REFINISHING, WATER-BASED PAINT!

“The learning center is in fact, the company’s image. Through the RTC, we will display the pioneering image of NOROO, and help our trainees in order to verify and certify our products for greater technological development. The RTC is the very place one must visit for water-based, automotive refinishing paint.” Manager Son Byung-gil added his anticipation and request to Department Head Park Min’s hopes. “We equipped ourselves with the newest facilities and equipment, along with an elaborate educational program so that many people can come visit the center. Our RTC also offers an advanced 3-night, 4-day program and a basic weekend course to meet the needs of chain stores and on-site locations. The RTC is always open, and anyone interested can feel free to contact us at any time!”

The RTC is ready to provide the trendiest education to meet the changing times and developing technology. NOROO Paint & Coatings’ RTC will answer any questions one may have about water-based, automotive refinishing paint.

其实的超精密自动调色系统。同时在调色过程中系统还支持多用户模式,方便通过电脑管理顾客的调色记录,配色效果也十分出众。由于设备价格昂贵,对于想要事先体验效果的顾客来说,RTC是再好不过的试验场所。

“NOROO在1月举办了RTC开幕式暨WATER Q自动调色系统推介活动,吸引了来自韩国60余家企业的80余名特约商CEO、实务负责人等前来参加,共有28套WATER Q自动调色系统完成了签约。这些人都是先在RTC进行试操作,切身感受到了效果才签约的。”朴珉科长在说明中肯定了综合RTC最新设备和WATER Q调色系统的协同效应。

想了解水性汽车修补漆,RTC是不二之选!

“培训基地还代表着企业形象。通过RTC,我们不仅要传达NOROO业界领先的品牌形象,还要帮助每一位学员验证、确认产品,提高技术。RTC将成为熟练掌握水性汽车修补漆的必经之所”,孙秉吉科长也表达了自己的期待和嘱托,“为了吸引更多学员,我们已经准备好了最先进的设备、装备和全面的培训课程。目前,RTC主要分为四日深化班和周末基础班,以满足特约商和现场的需求。RTC常年开放,欢迎感兴趣的朋友随时与我们联系!”

RTC紧跟时代的变化和技术的发展,全力以赴为提供最前沿的培训做好了准备。想要了解水性汽车修补漆,NOROO涂料RTC将是您的最佳选择。



The Water Q auto color system accurately measures the desired combination with a single click to automatically mix colors. The super precise auto color system even offers distant color mixing and an online warranty service. The auto color mixing allows for multi-tasking during color mixing and offers convenience for customers as the color mixing history is computerized and managed.

Stepping Forward as the Emperor of Tomato Seeds

Tomato seeds of The Kiban, TY item and the emperor

Next to the quietly flowing Geumgang River sits land covered with glistening blue hues. This comes from the sunlight reflected off the houses that stand on the open ground. Sedo-myeon, Buyeo-gun, Chungcheongnam-do Province is the chief produce center of cherry tomatoes in the nation. Numerous houses here are home to The Kiban's tomato seeds.

晋升为番茄种子之王

THE KIBAN番茄种子——TY系列和帝王

悠悠流淌的锦江边，扶余的大地之上闪烁着点点绿光，这是一座座塑料大棚在阳光下反射的光芒。忠清南道扶余郡世道面是韩国圣女果主产区。这里的无数塑料大棚里栽种的都是THE KIBAN的番茄种子。

SEDO TOMATO COMPLEX, CHOOSES THE KIBAN

Located in Sedo Tomato Farm Complex with scenic mountains and the beautiful Geumgang River, the inside of the house is filled with lush green. At the foot of a tomato plant that stands shoulder-high hangs bright cherry tomatoes while bumblebees diligently search for yellow flowers. A bite of the ripe tomato fills the mouth with sweetness and a sour flavor from the rich fruit. “They’re delicious, aren’t they? They have a good basic sugar content.” Farmer Baek Chun-hyun of the Chungpo Horticulture Union Corporation looked at the tomatoes with a satisfied expression. Farmer Baek, who is a second-generation farmer cultivating cherry tomatoes in Sedo-myeon, partook in The Kiban's business project for tomato seeds and recently began tomato shipments. “There was a quantitative increase cultivating seeds from The Kiban. Product quality is excellent with no dehiscence, and the harvest was successful. The emperor tomatoes especially received positive responses when they were recently presented for the first time at Garak Market.”

It is not easy to take up new seeds on a farm. It takes up to five months to plant, grow, and harvest the seeded plant, and in the case that problems break out during this process or the harvest turns out bad, a year's income goes down the drain, and therefore, it is most common to farm with existing seeds. However, The Kiban's cherry tomato seeds, particularly the TY item, was acknowledged by the Sedo Tomato District, despite it being a new product that only began to sell last May, increasing their market share. Furthermore, the start of the new orange jujube-type emperor tomato shipments have been favorable. What is the secret to this potential? We asked Farmer Baek, and he immediately stressed the word “trust.” “Trust was built in the process of making improvements by grasping the needs of consumers and understanding the farming environment. There were also big differences in seed types. I had confidence in Branch Manager Kim Lee-goo, and it helped to know that Professor Won Jong-chan, who is noted for his research of tomatoes, was a part of The Kiban.”

世道番茄园区的选择, THE KIBAN

世道番茄园区坐落在美丽的锦江岸边，远处可见座座青山，园区大棚内到处可见新鲜的绿色。圣女果在高至肩膀的番茄藤下散发着鲜灵灵的色彩，熊蜂在黄色花丛中忙碌着。咬一口熟透的番茄，厚实果肉中的清新香气和香甜味道立刻充斥在口中。

“好吃吧？糖度正合适。”青浦园艺合作社法人白天铉一脸满意地望着番茄。他经营着世道面第二大圣女果农业公司，从THE KIBAN番茄试交项目开始便参与其中，近期已经开始正式发货。“自从种植了THE KIBAN的品种，产量有了很大提高。没有裂果，商品性强，很顺利地完成了收获。特别是这次首次在可乐市场推出帝王品种，反响热烈。”

让农户接受新种子并不是一件容易的事情。从种植到收获，最长需要五个月的时间。在此过程中，一旦作物生病或收成较差，就会直接导致农户失去一年的收入。正因如此，农户习惯选择长久以来一直使用的种子。但是THE KIBAN的圣女果种子，特别是TY系列，虽是从去年5月才开始销售的新产品，却在世道番茄园区得到了肯定，市场占有率不断提高。此外，全新推出的橙色红枣型番茄品种——帝王的销售也十分顺利。创造这一切的秘诀是什么呢？对于这个问题，白天铉给出的回答格外强调了“信任”二字。

“在此期间，THE KIBAN准确掌握了种植环境和消费者需求，并以此为基础进行了改良，通过这一过程积累了信任。品种本身也有很大差异。我相信分店长金利九，再加上以开发番茄而闻名的袁东灿博士也加入了THE KIBAN的研发团队，更坚定了我的决心。”



BUILDING TRUST THROUGH VERIFICATION AND MORE VERIFICATION

The trust between Farmer Baek Chun-hyun and The Kiban of the Sedo Tomato Complex grew sound through close business relations with Branch Manager Kim Lee-goo during the two-and-a-half-year business project. CEO Lee Hang-gu of Chungdae Pesticide Company, who partnered with Branch Manager Kim Lee-goo in seed supply, stated, “Normally, one major cultivation test is performed, but The Kiban tested all cultivation types before releasing their seeds. To top it off, around 10-50 candidate plants were selected by the lab and 100-300 plants were planted and tested at differing points of cultivation in March, April, May, August, and November to grasp the pros and cons of the entire cultivation process and ultimately complete a stable seed. It was through this process that I realized that the company simply did not cease with promoting its products.” Lee gave a high evaluation of The Kiban’s prudence. As an agent president, Lee himself gets impatient during performance tests, and he felt The Kiban’s sincerity and capacity through the company’s patience with its tests.

The seed released through this sincerity is the TY item. ‘TY’ indicates disease resistance to the tomato yellow leaf curl virus. Branch Manager Kim Lee-goo stated, “There are trends for seeds, and the current cherry tomato trend is quantitation, firmness, and sugar content. The TY item is the integration of these qualities. The TY item is the combination of the sweetness desired by consumers and firmness during the distribution process as well as quantity, easy cultivation, and disease resistance, which are prioritized by cultivators. The orange, jujube-type emperor tomatoes contain cis-lycopene. The antioxidant lycopene in tomatoes absorbs into the body when heated while cis-lycopene has an excellent absorption rate when consumed alone. It is a seed with high added value, and it is pricier than one don of gold of the same weight worth the same price.”

Because of this distinct factor, the emperor seed name is clearly indicated with the product name on tomato boxes sold at Garak Market. Branch Manager Kim Lee-goo expressed his anticipation saying, “The TY item and the emperor are in the vanguard of introducing the superior quality of The Kiban’s tomato seeds to the world.”

The Kiban’s cherry tomato seeds, particularly the TY item, was acknowledged by the Sedo Tomato District, despite it being a new product that only began to sell last May, increasing their market share.



TAKING THE LEAD WITH A LEADING KIND

The seed that changes consumers’ palates and health have a heavy influence on the direction of the development of cultivation areas. President Lee Hang-gu stated, “There is something known as the paradox of chief produce centers. A chief produce center eventually becomes quantity-centered cultivation rather than quality-centered. However, if quality is no longer guaranteed, it ultimately dies out. In the past, the Sedo Tomato Complex had the tendency to be partial to quantity and firmness. However, The Kiban continued to study quantitation, storage, firmness, and high sugar content. As a result, consumers’ understanding of the Sedo Tomato Complex also improved.” President Baek Chun-hyun also expressed, “I look forward to better seeds from The Kiban in the future.”

Branch Manager Kim Lee-goo dreamed of tomorrow’s The Kiban and Sedo Tomato Complex as he pledged, “The present is crucial for building stable trust. We must firm the way for a leading seed through continuous research and development through the collection of farmhouse needs and problems to be studied.” The tomorrow he dreams of is a nationwide spread of The Kiban’s tomatoes and the positioning of the tomatoes as ‘emperors.’



层层检验, 累积信任

在金利九分店长全面细致的紧贴式销售和2年半的试交项目的推进下, 白天铉对世道番茄园区THE KIBAN的信任变得越发深厚。与金利九分店长共同从事种子普及工作的忠大农药社CEO李恒九对THE KIBAN的慎重给予了高度评价:“通常只会对一种主要种植方式进行测试, 但THE KIBAN是在对所有种植方式进行测试后, 才推出种子产品。甚至在研究所设置了10~50株的候选群, 种植了100~300株进行测试, 随后又在3月、4月、5月、8月和11月等每个种植点不同的月份进行测试。通过这种方式, 全面掌握了整体种植过程的优缺点, 获得了稳定的种子。从这一过程不难看出THE KIBAN不是光靠宣传敷衍了事的公司。”他还表示, 身为一名代理店店长, 自己在性能测试过程中也经常会产生急功近利的心理, 但THE KIBAN在此过程中却十分沉稳, 让他感受到了真诚和实力。

THE KIBAN在经过如此一番慎重操作后, 最终推出了TY系列种子。“TY”代表其具有抵抗番茄黄化曲叶病毒的抗病性。金利九分店长称, 种子也有流行趋势, 现在的圣女果潮流就在于产量、硬度和糖度。TY系列集合了上述所有特点, 不仅在糖度方面满足消费者的需求, 还能确保在流通过程中极为重要的硬度, 以及种植者看重的产量、种植简易性和抗病性。橙色红枣型帝王番茄含有顺式茄红素(Cis-Lycopene)。茄红素是番茄中的抗氧化物质, 需要加热后才能被人体吸收。而顺式茄红素无需加热, 直接食用也可以达到良好的吸收率。这类种子具有极高的附加值, 价格高于同等重量的黄金。”

因具备上述特点, 因此为种子赋予了“帝王”一名。可乐市场已经推出了在包装箱上印有“帝王番茄”的产品。金利九分店长对此充满了期待, 他表示, TY系列和帝王番茄是广泛推广THE KIBAN优质番茄种子的先锋。

利用领先品种抢占先机

改变消费者口味和健康的种子会给种植园区的发展方向带来极大影响。李恒九社长表示, 主产区存在一种怪圈, 成为主产区后, 种植的重心就会从质量转为产量。但是质量得不到保证的话, 产品最终只会被淘汰。世道番茄园区以前也出现过只看重产量和硬度的情况。但是, THE KIBAN在确保产量、储存性、硬度的同时, 坚持进行高精度研究。正因如此, 消费者对世道番茄园区的认知也在不断向积极的方向转变。”白天铉表示今后将继续期待THE KIBAN的优质品种。

“为了巩固信任关系, 今后每一天都至关重要。我们将通过在现场收集农户的需求和研究课题, 坚持研发, 巩固领先品种的地位。”金利九分店长用自己的决心描绘了THE KIBAN和世道番茄园区的明天。到那时, THE KIBAN的番茄品种将遍布韩国全境, 成为名副其实的“帝王”。

The Green Island of Jeju – PANTONE Paint Showroom Opens

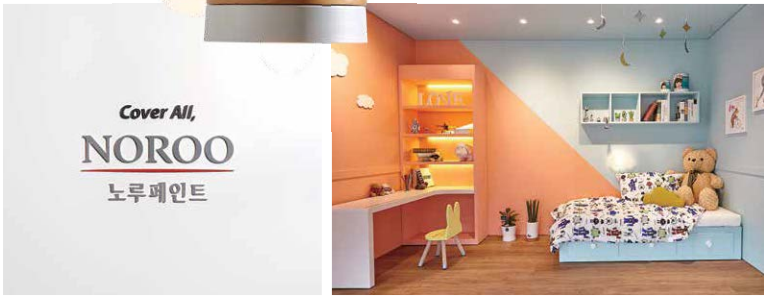
Jeju Yega Housing Showroom

Yega Co., Ltd., a company that introduces and sells leading materials for construction and interior design both domestically and overseas, opened the Yega Housing Showroom on Jeju Island and presented a showroom with the vibrant colors of PANTONE Paint. The colors of the green island of Jeju-do will grow more colorful with the PANTONE Paint Showroom partnered with NOROO Paint & Coatings Co., Ltd.

碧绿的济州岛上, 开设潘通涂料展览厅

YEGA建筑材料展示馆

(株)YEGA主要负责介绍并销售韩国国内外优秀的建筑装饰材料, 此次YEGA在济州开设建筑材料展馆, 同时展示了潘通涂料生动的色彩。与纳路涂料股份有限公司携手开设的潘通涂料展示厅, 使本就碧绿的济州岛变得更加色彩斑斓。



A SHOWROOM FOR INTERIOR DESIGN OF THE LARGEST SCALE ON JEJU ISLAND

The Yega Housing Showroom, located within Jeju Science Park, is Jeju Island's largest showroom exhibiting and selling materials for construction and interior design from leading domestic and foreign brands. Three floors of the building cover materials from flooring to doors, tile, kitchen and bathroom materials, roofing tiles, and all of the essentials of a home, and the showroom has received great interest from visitors even before it was given official publicity. The PANTONE Paint Showroom on the fifth floor is quite popular as visitors can have a firsthand look at the overwhelming colors of PANTONE Paint. Senior Staff Lee Go-eun of the Yega Housing Mall, where the Showroom is operated, commented, "We never advertised the showroom, and yet we have many visitors come after seeing the showroom on social media channels and blogs. They come to see the colors of PANTONE Paint in person, and some consult with us immediately afterward regarding construction. The showroom is the very place where the energy of colors changes the atmosphere of a space." Senior Staff Lee Go-eun is right when she says that the energetic, calm, and vibrant colors of the PANTONE Paint Showroom heighten anticipation for interior design. The colors of interior designs displayed at the Yega Housing Showroom and the PANTONE Paint Showroom broaden one's perception of interior design.

济州最大规模的装饰展示馆

YEGA建筑材料展示馆位于济州尖端科学技术园区内, 是济州负责展览并销售韩国国内外优秀品牌建筑装饰材料的最大规模的展示馆。从地板材料、门、瓷砖、厨卫材料, 到屋顶瓦片, 足足占据三层楼的家装材料可谓是应有尽有。在正式宣传前, 这里就已经得到了访客的热烈响应。而最受欢迎的当属位于五层的潘通涂料展示厅, 访客可以在这里亲身感受潘通涂料无与伦比的色彩感。负责运营展厅的YEGA建材百货的李Go-eun主任表示:“从来没有为展厅做过正式广告, 有很多人都是通过SNS和博客等方式找到了这里。还有人在看到潘通涂料色彩后直接进行了施工咨询。这里充分验证了色彩拥有改变空间氛围的力量。”正如李Go-eun主任所说, 进入潘通涂料展示厅, 可以看到各种颜色相融于此, 或强烈, 或沉静, 都充满了生动感, 让人对装饰充满了期待。从装潢到色彩装饰, YEGA建筑材料和潘通涂料展厅不断拓展人们对于装饰装修的认知。



FROM A CAFÉ TO A CHILD’S ROOM, MADE WITH COLORS

The fifth floor of the Yega Housing Showroom greets visitors with the logo, “Cover ALL, NOROO”, and this is where the showroom begins. The wain-scoted wall and all other painted areas in the showroom are all from PANTONE Paint. The entrance to the showroom with an array of Classic Blue, PANTONE’s color of the year for 2020, awakens the energy hidden in the visitor. The Classic Blue, which contains the color of the sky going into night-fall or just before dawn, transports the looker into a world of deep rest and peace. However, if you walk even further you will see a complete change in atmosphere. The first space of the showroom is packed with retro and modern colors in a café that radiates their animated presences.

The vivid energy created by the mix of vivid colors like green, blue, and coral make the space appear bigger than it is. Manager Cho Hyun-jung of the NOROO Paint & Coatings Co., Ltd Digital Marketing Team comments that the space with a retro and modern concept has “colors just like PANTONE Paint, as expected!” She further explained, “Such colors can add character to cafes or guesthouses that need to present a distinct space.” The retro modern colors will provide a unique background for commercial spaces where trendy “photo zones” are a must.

Pass one wall beyond the retro modern café, and visitors will see a cozy living room of completely different colors. The neutral, basic colored wall and the woody, leathery colors of doors and furniture add warmth to the space. Assistant Manager Lee Go-eun adds that visitors inquire most about the living room colors. The calm, elegant, warm colors complete the ideal living room.

The third space is a child’s room decorated with colors under the concept of Nordic Joy. Nordic Joy is the application and vibrant matching of pastel tones that embrace all colors under the philosophy of the simple but practical northern European design. Here, the soft orange shade of a fresh fruit and the transparent sky blue of a spring day add life to the space. A child’s room like this will make both playing and studying more enjoyable.

CONSULTATION, PURCHASES, AND CONSTRUCTION ALL AT ONCE

The PANTONE Paint Showroom of the Yega Housing Showroom showed three main color concepts for PANTONE Paint. Assistant Manager Lee Go-eun commented, “Many customers look for paint, but there is a limit to spaces where they can actually see the paint applied. The Yega Housing Showroom helps customers to see the paint with their eyes, feel the paint, and receive answers and assurance about their concerns with interior design.” She also added that they are open to receiving all kinds of questions about interior design. The showroom is operated with the Housing Mall, and consumers can receive consultation, make purchases, and inquire about construction all in one place. Thanks to the Yega Housing Showroom where one-stop consultations are open to visitors in addition to the paint displays, various construction materials, and samples, spaces throughout the green island of Jeju-do can witness a beautiful change.



The vivid energy created by the mix of vivid colors like green, blue, and coral make the space appear bigger than it is.

从咖啡厅到儿童房, 一切由色彩决定

来到展厅五层, 最先映入眼帘的是“Cover ALL, NOROO纳路涂料”的标志, 从护墙板开始展厅内所有涂装部分均采用了潘通涂料。展厅的入口是用2020潘通年度流行色“经典蓝”装饰的, 色彩的潜力瞬间被唤醒。经典蓝象征着入夜或黎明前的天空, 仿佛可以将人瞬间带入深邃安宁的舒适世界。从这里只要稍稍移动脚步, 便会进入另一个完全不一样的世界。展厅的第一个空间, 配合咖啡厅概念的新复古现代色彩彰显各自强烈的存在感。

绿色、蓝色、珊瑚色等鲜艳的色彩相互交错, 充满活力的能量在视觉上扩大了空间的面积。负责色彩搭配的纳路涂料股份有限公司数字市场营销组曹贤贞科长对新复古现代概念空间进行了说明, 他表示, 这个地方会让每一个到访者忍不住感叹“这就是潘通涂料的色彩感!”, 咖啡厅或是青年旅馆等需要展现特色的空间均可以使用这些色彩彰显个性。特别是最近的SNS潮流, “拍照区”已成为了必不可少的商业空间, 新复古现代色彩可以缔造独一无二的背景。

和新复古现代咖啡厅一墙之隔的便是充满温馨氛围的客厅展示, 通过完全相反的色彩给访客带来不一样的悸动。自然的基本色墙面, 门和家具等物品则使用突显木质和皮革质感的色彩点缀, 增加了温馨的感觉。李Go-eun主任表示:“来咨询这个客厅色彩的访客最多。沉稳优雅, 又不会过于冷清的色彩感, 正是人们理想中的客厅。”

第三个空间是以北欧欢乐风格装扮的儿童房。在简约且充满实用主义的北欧风格设计哲学下, 使用可以和任何色彩完美搭配的柔和色调, 生动的展现丰富的色彩。用代表水果清新感的柔和橘色和春日透明的天空蓝, 为房间注入活力。在这样的儿童房里玩耍、学习, 快乐也会加倍。

咨询、购买、施工一站式服务

YEGA建筑材料的潘通涂料展厅展示了潘通涂料多彩概念中最具代表性的三类色彩。李Go-eun主任表示, 想要购买涂料的顾客有很多, 但市面上却鲜有可以确认涂装效果的地方。YEGA建筑材料展厅的出发点便是解决这一问题。访客在这里可以直观的感受材料与色彩, 咨询解决装潢问题。李Go-eun主任还表示YEGA建筑材料展示馆随时欢迎大家来咨询。这里不仅有展厅, 同时还运营有材料百货商店, 为消费者提供咨询、购买和施工一站式服务。YEGA建筑材料展示馆通过一站式咨询不仅为访客提供涂料、各类建筑材料和样品的展示, 也让绿色的济州岛变得更加美丽多彩。

NOROO Paint & Coatings Co., Ltd.
纳路涂料股份有限公司



NOROO PAINT & COATINGS REINFORCES
OFFLINE MARKETING THROUGH OPERATION OF
ONLINE CHANNEL

NOROO Paint & Coatings set out to target the offline market by enhancing its offline business activities with the development of an online paint guide website to resolve the difficulties experienced by on-site businesses due to the COVID-19 situation.

The “NOROO Paint & Coatings Paint Guide” website (www.noroo paint.com/paintguide), currently under development and operation by NOROO Paint & Coatings, is a website for businesses and general consumers to easily find paints that are widely used in everyday life. The website shows a classification of paints according to their uses on a variety of architectural facilities including residential spaces such as apartments and detached houses, business facilities including buildings, public buildings such as schools, medical facilities, and sports facilities, industrial plants, and bridges.

The paint guide website features 3D graphics of all facilities, and a click on the facility of choice shows information on the products needed, paints for each application, and painting specifications. This online service has satisfied the needs of clients in need of repainting and has been utilized for offline business activities.

An official of NOROO Paint & Coatings revealed plans to increase consumer convenience during the COVID-19 situation and to continuously develop methods to revitalize offline business activities in order to take the lead in the market and increase market share.

纳路涂料通过线上运营加强非接触式市场营销

近期,新冠肺炎疫情导致面对面的现场销售陷入困境,为了解决这一问题,纳路涂料通过开发线上涂料指南网站等方式加强非接触式市场营销,攻占市场。

通过由纳路涂料开发运营的“纳路涂料为您提供涂料指南”网站(www.noroo paint.com/paintguide),可以轻松获取专业企业和普通消费者在日常生活中使用的各种涂料产品信息。网站依照用途对不同建筑设施所需涂料产品进行了详细分类,包括公寓和独立住宅等居住空间,大厦等商业设施,学校、医疗、体育设施等公共建筑,产业配套设施,桥梁等。

涂料指南网站以3D图像形式展示,只需点击相应设施,即可轻松确认所需产品、不同用途的涂料和产品规格等多项信息。该线上服务充分满足了顾客在墙面涂装过程中的各类需求,正积极应用于非接触式销售之中。

纳路涂料相关人士表示,在新冠肺炎疫情下,纳路涂料将持续开发可有效提升消费者便利,同时提高销售的非接触式营销方式,并借此引领市场,提升市场占有率。



NOROO PAINT & COATINGS ENHANCES
APARTMENT REPAINTING AND COLORING
SIMULATION SERVICE

NOROO Paint & Coatings is enhancing its apartment repainting and coloring simulation service. The repainting

of an apartment is generally determined through a meeting of resident representatives. However, face-to-face business has become unsuitable due to the COVID-19 outbreak. To take measures regarding such a situation, NOROO has utilized its apartment coloring simulation service to target the exterior repainting market. NOROO Paint & Coatings actually revealed that despite the COVID-19 situation, it saw a nationwide 200% increase in requests for coloring simulation for the repainting of apartments in March compared to the previous year. The apartment coloring simulation data organized by region and complex by the Color Design Center has shown immense progress in creating demand for the repainting of complexes. The scale of the market for repainting exteriors of apartments is calculated at 100 billion KRW, and such an increase in demand is highly encouraging.

Having established the NOROO Paint Color Institute in the mid-1980s for the first time in the paint industry, NOROO Paint & Coatings partnered with the world-famous color enterprise PANTONE LLC to manage a design organization comprised of experts in color and interior design to raise its level of professionalism. NOROO Paint & Coatings analyzes the sales data of paint colors over the past decade to arrange paint and color designs that are appropriate to the regional trends of apartment exteriors, which are then applied to a simulation for confirmation before the actual painting. The combination of expertise and technology of NOROO Paint & Coatings offers convenient services for consumers, which has helped in expanding its areas of business.

纳路涂料加强公寓墙面翻新的色彩模拟服务

纳路涂料正在扩大加强公寓墙面翻新的色彩模拟服务。公寓墙面翻新通常通过居民代表会议而决定。但是,近期由于新冠肺炎疫情影响,很难开展现场面对面营销。对此,纳路涂料积极利用公寓色彩模拟服务抢占公寓外墙翻新市场。事实上,虽然目前仍然处于新冠肺炎疫情期间,但3月份韩国有计划进行墙面翻新的公寓,申请色彩模拟委托件数同比增长了200%以上。可以断定,这是色彩设计中心企划的各地区、各社区公寓色彩模拟资料在激发社区外墙翻新需求方面取得的成果。据推测,公寓外墙翻新市场规模约为1000亿韩元,申请的大幅度增加绝对是一件鼓舞人心的事情。

20世纪80年代中期,纳路涂料在韩国涂料业界率先创建色



NOROO PAINT & COATINGS PRESENTED WITH AWARD CERTIFICATE ON TAXPAYERS' DAY

彩研究所,与世界色彩专业企业潘通进行合作,成立由色彩装饰专家构成的设计组织体系,进一步提升了专业性。同时,通过分析近十年间涂料色彩销售数据,开展符合各地区潮流的公寓外墙涂料色彩设计,可在涂装前利用模拟器提前确认效果。纳路涂料结合自身经验和技术,为消费者提供了便利的服务,扩大经验范围。

NOROO PAINT & COATINGS PRESENTED WITH
AWARD CERTIFICATE ON TAXPAYERS' DAY

On March 5th, NOROO Paint & Coatings was presented with an award certificate after being selected as a faithful and model taxpayer by the NTS Anyang District Office for faithful payment of local taxes and contribution to the expansion of the local economy. On this Taxpayers' Day, only a minimum number of persons participated in the informal event as a means of preventing the spread of COVID-19. A “faithful taxpayer” is an individual or corporation with a place of business in the city of Anyang that has no record of failure in payment of local taxes for the past three years and has paid the entire amount of local taxes more than three times during the year.

The city of Anyang established the “Ordinance on Support for Faithful and Model Taxpayers” in 2016 and since then has annually selected taxpayers who contributed to

the creation of a healthy taxpaying culture, and offered award certificates and various benefits. NOROO Paint & Coatings was nominated as a model taxpayer by the community service center and the district office, and through deliberation and decision by the Local Tax Advisory Committee in the areas of local tax payment performance, matters of failure in the payment of taxes, and contributions to district government, NOROO was selected as the winner of the award certificate.

The head of the NTS Anyang District Office commented, “We thank NOROO Paint & Coatings for being a model company in the local society with their faithful payment of taxes, and we will strive for more transparent operation of finances so that these valuable tax funds can be used where they are most needed.”

NOROO Paint & Coatings has contributed to the revitalization of the local economy through its consistent payment of local taxes and positive business activities, and it actively participates in the “social contribution by loving neighbors” for vulnerable groups near places of business.

纳路涂料荣获纳税人日表彰奖

3月5日,纳路涂料因忠实履行地方税缴纳义务,为扩充地方财政做出了积极贡献,被安养市税务署评选为诚实模范纳

税人,荣获表彰奖。为了预防感染新冠肺炎,此次纳税人日的一切活动从简,仅限少数人员出席。“诚实纳税人”是指,居住于安养市或在安养市建立事业场所的个人或法人,最近三年期间无地方税滞纳记录,每年全额缴纳三件以上地方税的纳税人。

安养市于2016年制定“诚实模范纳税人支援条例”后,每年对构建健全纳税文化事业做出积极贡献的纳税人进行表彰,提供多种优惠政策。纳路涂料经洞居民中心和区厅部门推荐为模范纳税人,此后通过地方税审议委员会审议和表决,对地方税缴纳实绩、是否有滞纳税款、区政贡献度等条件进行综合考量后,最终被评选为表彰对象。

安养税务署署长表示:“纳路涂料通过忠实履行纳税义务成为了地区模范,税务署要对纳路涂料表示感谢。同时,税务署也将通过更加透明的财政运营确保珍贵的税金用之有道。”

纳路涂料致力于通过地方税缴纳实绩和活跃的事业活动激活地区经济,并积极参与帮助营业场所周边贫困阶层的“邻里爱心社会实践社会贡献”的活动。

NOROO PAINT & COATINGS TARGETS MARKET
IN FIRST HALF OF YEAR WITH LAUNCH OF
NEW FUNCTIONAL PAINT

NOROO Paint & Coatings launched a new product in 2020 with enhanced user convenience and functionality to target the market in the first half of this year. The newly launched product is the “SOON & SOO Wood Floor” paint for wood, the finishing material “Cleanpoxy Lining Mild” for parking lot floors, and the DIY product “PANTONE Gesso, Varnish”.

The existing “water-based varnish”, an essential varnish for wood protection, is not compatible with floors due to its weak durability, and while the “oil-based varnish” has strong durability, the fumes of the varnish interfere with safe and pleasant construction, and the smell even continues after construction, leading to problems with the living environment. Such faults were improved, and the “SOON & SOO Wood Floor”, which satisfies aspects of both durability and eco-friendliness, was launched as water-based varnish that protects wood floors and serves a finishing function. The varnish is appropriate for spacious indoor gymnasiums and classroom floors, wooden stairs, and other facilities that require long-lasting high durability and adhesiveness. The varnish also

provides superior penetration power in wood for preservation of existing wooden texture and clean protection of the surface from physical scratches and decay from various uses. The water-based varnish has minimal odor, and it forms a powerful film in humidity to form a fine appearance. The scale of the wood finishing paint market is approximately 25 billion KRW, and NOROO Paint & Coatings plans to target the market extensively with the new product.

NOROO Paint & Coatings also launched a new product that targets the seasonal demand for construction of new apartments, increases in apartment repairs, interior and exterior painting of apartments, and floor painting of underground parking lots in the springtime. Due to poor ventilation of parking lots, odors can easily create an unsafe working environment and inconvenient living environment. The needs of paint technicians and consumers were reflected to launch the new 2020 “Cleanpoxy Lining Mild”—an epoxy floor-coating product that is dustproof and has minimal odor.

A low-odor raw material was developed to replace the existing raw material with its strong odor to reduce almost all smells from the product. The two-component epoxy lining paint satisfied the “KS F 4937” quality standard for parking lot floor finishing material, and has acquired a certification for eco-friendliness. The product also satisfied the Enforcement Decree of the Building Act, the regulations of the local government, and the legal safety and environmental standards. In contrast to the existing product, this eco-friendly flooring material is available for safe use on parking lot floors of multi-purpose facilities that are especially sensitive to smells such as hotels, apartments, and shopping centers. The scale of the domestic market for parking lot flooring material is estimated at around 400 billion KRW. The Gesso and Varnish products that are commonly used for DIY painting were newly launched after a survey and analysis of the various demands of consumers. “PANTONE Gesso” was made stronger in functionality with intensified adhesiveness and the concealing power necessary for painting on various materials. “PANTONE Varnish”, an eco-friendly coating material suitable for finishing wooden areas in homes, was made more durable



“SOON & SOO WOOD FLOOR” APPLIED TO INDOOR FLOORING MATERIAL OF SCHOOL

with a stronger surface-protection factor, and improved for better usability by general consumers. An official of NOROO Paint & Coatings stated, “As a company celebrating its 75th anniversary this year, we continue to develop paint with a wide variety of functions based our longstanding technological expertise. We plan to follow the trends of the quickly changing market with the launch of the new products to increase domestic market share with highly functional, consumer-oriented products.”

纳路涂料通过推出功能性涂料新产品攻略上半年市场

纳路涂料通过推出提升使用者便利和功能性的2020年新产品, 攻略上半年市场。此次推出的新产品包括木材专用“纯&秀木地板”、停车场地面专用“CLEANPOXY LINING MILD”和DIY专用产品“潘通丙烯底涂料、清漆”等。“水性清漆”是保护木材的必备品, 现有产品的耐久性较弱, 不适合用于地面。“油性清漆”虽拥有较强的耐久性, 但施工过程中由于味道过于刺鼻, 影响安全舒适的作业环境, 施工后也会持续释放异味, 从而影响生活环境。此次推出的“纯&秀木地板”对上述缺点进行了改善, 是可以同时满足耐久性和环保需求的木地板保护与地板专用功能性水性涂料, 适合于空间较广的室内体育馆和教室地面、木质台阶等对耐久性和附着性有较高需求的地方。此外, 该产品具有超强的木材渗透性, 有效维持木品质原有质感, 保护木材, 避免出现因公众使用产生的物理痕迹、刮痕或腐烂现象。异味较小的水性质地可以形成强效涂膜, 抵挡湿气, 打造美丽外观。目前木地板专用涂料市场规模约为250亿韩元, 纳路涂

料计划通过此次推出的新产品正式进军该市场。每年春季, 新建公寓和维修工程量都会有所增加, 公寓内外墙壁和地下停车场地板粉刷工程也会变得十分活跃。为了满足这一需求, 纳路涂料还推出了以此为目标的新产品。停车场由于空间特性, 不易通风, 一点点异味也会给作业安全和生活环境带来极大困扰。纳路涂料于2020年推出环氧树脂地板材“CLEANPOXY LINING MILD”新产品, 充分迎合技术人员和普通消费者的此类需求, 在确保耐久性和抗震性的同时, 大幅度减轻异味。该产品开发使用低味型原料代替味道强烈的现有原料, 几乎没有异味, 属于双组分环氧树脂涂料, 获得了环保认证, 符合停车场地面规格“KS F 4937”标准, 同时满足建筑法施行令、地方自治团体条例和环境法标准, 绝对是环保地面涂料。与现有产品相比, 对异味较为敏感的公共设施的停车场地面, 如酒店、公寓、商铺等, 均可放心使用。据推测, 目前停车场地面涂料的韩国市场规模约为4000亿韩元。此外, 纳路涂料还通过调查分析普通消费者对DIY时常使用的底料和清漆产品的各方面需求, 推出了相应新产品。“潘通底料”对功能性进一步升级, 提升了各种材料涂装作业需求的附着性和遮盖力。“潘通清漆”则是适用于家庭木地板表面的环保型涂层剂, 涂膜具有超强保护能力, 耐久性强, 同时提升了可操作性, 方便普通消费者使用。纳路涂料相关人士表示: “今年是纳路涂料成立75周年, 作为一家长寿企业, 纳路涂料以长久以来的技术力为基础, 坚持开发具有各类功能性的涂料。纳路涂料计划通过此次推出的新产品, 紧跟日新月异的市场潮流, 借助以消费者为中心的高功能性产品提升韩国国内市场占有率。”



Would you like to know about more effective application of automotive refinishing paints? Then visit the NOROO Paint & Coatings Co., Ltd. Refinish Technical Center. Manager Park Min and Manager Son Byung-gil of the Automotive Refinish T/S Team will offer a complete guide for the state-of-the-art system and equipment!

您是否想要了解如何更加有效地使用汽车修补漆? 纳路涂料浦升工厂RTC(Refinish Technical Center)诚邀您的光临。纳路涂料汽车修补漆T/S组朴珉科长和孙秉吉科长将利用最新系统和设备为您提供完美指导!



Farmer Beak Chun-hyun of the Chungpo Horticulture Union Corporation increased his joy for the harvest by cultivating tomato seeds from The Kiban. The Kiban's sweet and savory tomatoes ripen in greenhouses with Farmer Beak Chun-hyun's dedication and The Kiban's technology. Find the tomatoes at the market!

青浦园艺合作社法人白天铉使用了(株)THE KIBAN的番茄种子, 回馈他的是更加巨大的收获喜悦。白天铉的精心照料和THE KIBAN的技术孕育出了大棚内颗颗饱满且酸甜爽口的THE KIBAN番茄, 逛市场千万不要错过THE KIBAN番茄哦!



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