

NOROO



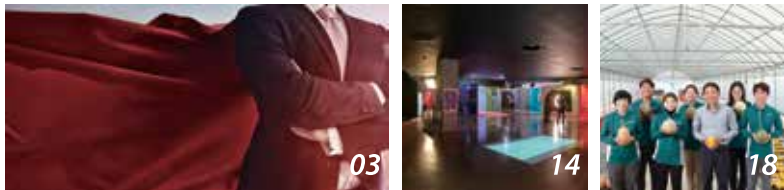
## Endless Challenge

Summer. 2020

NOROO Quarterly Magazine | No.55, 2020

NOROO

# ENDLESS CHALLENGE



## Special Theme

- 03 Column

The Challenge that We Face is Not Over  
我们的挑战永不停歇
- 06 Interview

A Labor Union for All, Taking on Challenges Together  
Chairman Hong Sun-cheol and Vice Chairman Park Jun-kyu  
of the NOROO Paint & Coatings Co., Ltd. Labor Union  
心系所有人的工会，共同挑战  
纳路涂料股份有限公司工会主席洪珣缀和副主席朴俊奎
- 10 Viewfinder

A Fuller Life through Challenges  
生活因挑战而充实

## NOROO People

- 14 Paint for ART

All Colors are Photos of a Lifetime When Using PANTONE Paint!  
Lotte World Adventure Multiple themes photo zone  
(Geureolssa-jingwan) + School concept photo zone(Sejel-yegyo)  
只要有潘通涂料，所有颜色皆是人生最美照片！  
乐天世界探险世界像样照相馆+世上最美的学校
- 18 High Five

Making the World Sweet  
with the Technology of THE KIBAN Co., Ltd.  
Cucurbitaceae Team of THE KIBAN Co., Ltd.  
THE KIBAN的技术令世界更加香甜  
(株) THE KIBAN葫芦科组

22 News Briefing

27 Behind Cut

+ COLUMN  
Endless Challenge

## The Challenge that We Face is Not Over

Arnold Toynbee wrote in his book *A Study of History* “History is a challenge and response.” Hence, mankind responds fiercely to harsh environments or external challenges while forming civilizations and leading the development of history. Then, what does this era face? What must we battle? We contemplated the developments that must be made through this process.

## 我们的挑战永不停歇

阿诺德·汤因比在其著作《历史研究》中写道：“历史是挑战和应战。”面对残酷的环境或外界的挑战，人类会全面周密地应战，从而创造文明，拉动历史发展。那么，当今时代面临的是什么呢？我们要与之战斗的对象是什么？通过这一过程，要实现怎样的发展呢？让我们重新思考这些问题。



# ENDLESS CHALLENGE



## A SPIRIT OF CHALLENGE THAT ACHIEVED ECONOMIC GROWTH

When the financial crisis that began in the United States in 2008 spread to different parts of the world, the *Chosun Ilbo* and the *Mainichi Shimbun* conducted a public survey in South Korea and Japan. When asked if they believed that “we can overcome this financial crisis in its early stages,” 48% of Koreans responded, “Yes,” while only 21% of the Japanese people gave an affirmative response. In the same survey, the Japanese chose “willpower” and “spirit of challenge” as Koreans’ greatest strengths<sup>1</sup>. In an interview with the U.S. magazine, *Ink* in 1996, Peter Drucker chose Korea as the country with the most spirited entrepreneurship in the world. After liberation, Korea advanced twenty industries onto a global level and has maintained the highest levels in shipbuilding<sup>1</sup>. To take from Professor Kim Byung-do’s *The Power of Challenges*, Korea was a country filled with the spirit of challenge and innovative willpower to achieve economic growth in just fifty years, compared to the same growth that was accomplished by advanced Western countries over a span of two hundred years. However, with a stagnation in growth, Korea’s appearance is changing. According to numbers provided by the Korea Economic Research Institute, the dynamics of the economy has declined, and the entrepreneurship index has fallen. The difference between the rich and poor amid a stable and solid social class structure has resulted in an educational gap, and difference in occupations has led to self-scoring expressions like the “dirt spoon” and “gold spoon.” The loss of a spirit of challenge by the younger generation in the midst of such circumstances has led to the criticism that young people aim only for stability. This is not wrong. Perhaps this situation is the result of the disappearance of Toynbee’s theory on harsh environments or external challenges. Perhaps it is because living has become more tolerable. Or, perhaps, there is no need to respond to this era in which there is nothing by which to be challenged.

## A CHANGE IN THE DIRECTION OF CHALLENGE

Challenge has not disappeared. However, times have changed. In the *Report on Individuals Born in the 1990s*, EDAILY News reported that these individuals “have no sense of challenge but simply enjoy amusement.” Individuals born in the 1990s, who are criticized by the older generation, participate in various projects that use technology and are paving the way for the second venture boom through mobile technology<sup>3</sup>. The book, *The ‘90s Kids are Coming*, speaks of individuals born in the 1990s as a generation that will pioneer a completely different sphere compared to the older generation. Social media channels are overflowing with challenges, such as the “ice bucket challenge,” the “7-day book cover challenge,” and the “‘Any Song’ challenge.” One may scoff at the thought that these can be considered challenges, but to ‘90s kids who pursue enjoyment and significance with self-realization, these are ordinary challenges. According to Director Chae Hyun-guk of Hyoam Hagwon, “It is now a time where experiences are stereotypes, and eventually become mistakes.” The past experience of challenge may have reached its expiration date. A challenge is no longer something painful or difficult that must be overcome, but is rather something that is fun, exciting, and morally correct.

## TAKING ON CHALLENGES TOGETHER EVEN IF SLOW IN PACE

Enterprises have goals, and challenges are essential for achieving goals. If this is the case, what must all enterprises, as well as individuals born in the 1990s, do to secure the spirit of challenge? Professor Kim Byung-do says that the innovative willpower of a group is determined by “freedom, compensation, and respect.” Freedom is the institutional environment in which innovation can be set in motion, compensation is the drive for innovative sustainability, and respect is a member of an innovative organization<sup>4</sup>. A given opportunity and a center of communication that invites voluntary participation is not a method that is limited to individuals born in the 1990s. As we accomplish growth in business, we must repeat challenges and responses for the inner satisfaction of each member. This may take some time, but this will lead to wide range of growth.

1, 2, 4 *The Power of Challenges*, Kim Byeong-do, Hainaim  
3 *Report on Individuals Born in the 1990s* 4. *No Spirit of Challenge? Startups, Leading 1-Person Markets, <E-DAILY>*

## 实现经济发展的挑战精神

2008年年末, 始于美国的经济危机席卷全球。当时, 《朝鲜日报》和《每日新闻》同时面向韩国和日本进行了舆论调查。关于是否“可以尽早克服此次经济停滞”的提问, 48%的韩国人选择了“是”, 而日本人中只有21%选择了积极答案。在同一调查中, 日本人选出的韩国人最大的优点是意志和挑战精神。1996年, 在美国经济杂志《Inc.》的采访中, 彼得·德鲁克指出全世界最具备企业家精神的国家是韩国。他说, 解放后, 韩国在20余个产业领域达到了世界水平, 并在造船等领域始终保持着顶级水平。正如《挑战力》的作者金秉都教授在文章中所述, 韩国只用短短50年的时间便完成了西方发达国家耗时200年完成的经济业绩, 是极具挑战精神和创新意志的国家。

但是随着经济发展的停滞, 韩国的面貌正在改变的声音不绝于耳。韩国经济研究院的数据也显示, 经济活力不足, 企业家精神指数降低。在已然稳定且固化的社会阶层结构中, 贫富差距导致教育差距, 从而进一步引发职业选择差异。“穷二代”“富二代”这些自嘲式称呼正是时代的产物。在这样的背景下, 越来越多的人开始批判年轻一代失去了挑战精神, 只追求安稳。这一点并没有说错。这是因为汤因比所说的残酷环境或外部挑战消失了吗? 还是因为已经解决了温饱问题? 亦或是在没有挑战对象的时代, 已经失去了应战的理由?

## 挑战方向有所改变

挑战并未消失。但代际已经更替。《edaily》报纸通过《90后报告》称, 被老一代人批评“没有挑战精神, 只喜欢玩乐”的90后正在多个领域积极参与应用技术的事业, 在移动产业方面掀起了第二青年风险投资风潮。《90后来了》一书也认为90后有别于老一代人, 是开发全新领域的一代人。刷SNS可以看到从冰桶挑战、引用书中文挑战, 到随意歌曲挑战等各种挑战活动。简单来说, 就是挑战系列势不可挡。或许有人会对此嗤之以鼻, 认为这算什么挑战。但是, 对于同时追求趣味和意义, 挑战自我实现的90后来说, 这才是最自然的挑战。正如晓岩学院理事长蔡贤国所说, 在当今时代, 经验属于固有观念, 会成为错误。过去的挑战经验也会过期。如今, 挑战不再是不得不战胜的苦痛或困难, 而应是享受、快乐且道德正确的一切事物。

## 挑战, 缓慢前行

但是, 企业有明确的目标, 要实现目标, 就需要挑战。那么, 在包含90后在内的所有人聚集的企业, 如何才能拥有稳固的挑战力呢? 金秉都教授称, 组织的创新意志由“自由、奖励、尊敬”决定。自由是可以开启创新的制度环境, 奖励是维持创新的力量, 而尊敬是成员对创新的评价。赋予机会, 构建沟通平台, 引导自发参与, 这不是90后的专属方法。今时今日, 为了实现企业发展, 同时满足每一名成员的内在需求, 应当不断挑战和应战。这种方法虽然缓慢, 却可以切实引领更加广阔的发展。



# A Labor Union for All, Taking on Challenges Together

Chairman Hong Sun-cheol and Vice Chairman Park Jun-kyu  
of the NOROO Paint & Coatings Co., Ltd. Labor Union

The executive elections for the NOROO Labor Union were held at NOROO Paint & Coatings Co., Ltd. on June 12. At these elections, Chairman Hong Sun-cheol and Vice Chairman Park Jun-kyu were elected and began their activities for the 13th Labor Union. We met with the two individuals who began taking on challenges for the Labor Union and NOROO Paint & Coatings where a better tomorrow is created and where all union members stand together.

## 心系所有人的工会, 共同挑战

纳路涂料股份有限公司工会主席洪珣缀和副主席朴俊奎

6月12日, 纳路涂料举行了工会管理人员选举。洪珣缀和朴俊奎分别被选任为主席和副主席一职, 正式开展第13届工会的活动。我们有幸见到了为了打造更加美好的明天, 为了打造所有成员携手同行的工会和纳路涂料而勇于挑战的这两个人。

### THE EXCELLENCE OF LABOR IS ALL THE SAME

“This is a duty that someone must perform to preserve the excellence of labor.” When asked about his reasons for running in the election, Chairman Hong Sun-cheol stated, “excellence” and “fate.” After working as an engineer in charge of manufacturing technology, he served as the vice chairman of the NOROO Paint & Coatings Labor Union for six years. “It was a life-changing experience to stray from on-site work and dive into labor campaigns. It seemed more like fate than a challenge as a member of the organization. This election was the result of that sense of duty I felt. A healthy opposition by the Labor Union within the company will lead to growth in all areas.” His reply stressed fate rather than challenge, but he is preparing to face a long-time challenge of his: “Union for all.”  
“Because the starting point of a labor union lies in production in the manufacturing industry, regular employees in the production field were continually elected, which resulted in the tendency for policies to lean in the same direction when the union should have taken note of everyone in technology, sales, and administration. The Labor Union is not meant to support a small group, but rather must be a union of all people. As I ran for this election, I prioritized a balance between these fields.” Chairman Hong Sun-cheol made Manager Park Jun-kyu, who was in a technical post, a proposal to realize this priority. Believing that a vice chairman must be acknowledged by union members, he improved the regulations for elections into an elective office. Vice Chairman Park Jun-kyu, who worked eighteen years in a technical post, commented that the goal for a “union where all union members stand together” spoke to his heart. Vice Chairman Park Jun-kyu smiled with hope as he stated, “This will be a new challenge for our Labor Union.”

### 劳动的崇高不分你我

“为了坚守劳动的崇高, 必须有人来做这件事情。”在回答参与选举契机这一问题时, 工会主席洪珣缀提到了“崇高”和“宿命”这两个词。他曾是负责生产技术的工程师, 后作为纳路涂料工会副主席工作了6年的时间。“离开现场作业, 开始组织劳动运动, 这是改变我生活的一段经历。与其说是挑战, 不如说是作为组织成员的宿命。此次选举也是源于这份使命。因为只有工会在企业内部构建健康的对立, 才能让所有人得到发展。”比起挑战, 他的回答侧重点更偏向于宿命。但是, 作为工会主席, 他正在准备长久以来梦寐以求的挑战, 那就是“心系所有人的工会”。  
“工会的起源本身源自制造业生产岗位, 正式员工大多出自生产岗位, 政策也有所偏向, 这是不可否认的事实。应该公平对待生产、技术、销售和管理岗位的所有人员。我之所以参选工会主席, 正是因为工会不是为少数人服务的, 而是所有人的, 我将重点放在了部门平衡上面。”为此, 洪珣缀向曾在技术岗位工作的朴俊奎课长提议以工会副主席的身份一起工作。洪珣缀认为工会副主席也应该接受工会成员的考验, 于是调整了选举管理规定, 将这一职务改为选举产生。在技术岗位有18年工作经验的朴俊奎心中的目标是打造“所有成员携手共进的工会”。“这将成为工会的新挑战。”朴俊奎的脸上绽放出了充满希望的微笑。







Chairman Hong Sun-cheol



Vice Chairman Park Jun-kyu

RECOGNITION AND EMPATHY, COMMUNICATION AND UNDERSTANDING

The word “challenge” would not exist if the process of change was an easy one. Chairman Hong Sun-cheol is resolute in expecting hardships when balancing opinions among union members. “There will be conflict in terms of business between production and sales, sales and technology, and management and production. However, without a proper understanding of one another, we cannot create a healthy Labor Union or a healthy company. We must start by recognizing differences and diversity to realize empathy and communication. When that foundation is set, we can then establish balanced policies, which will lead to happiness for all.”

The discord between generational gaps is also a big problem that must be solved. The two stated, “The values of the older generation that helped the company grow is important as well as the ideas of the younger generation. We need education that will help the two groups understand each other.” Vice Chairman Park Jun-kyu commented, “The hungry spirit worked in the past because everyone worked to eat, but times have changed. The younger generation has a strong desire to take on challenges. To manifest this, we need to establish reasonable, objective policies and create an environment in which we can face challenges.”

EXISTENCE ITSELF IS PROOF OF CHALLENGES

As members of the Labor Union, the two men believe that the challenge NOROO faces is the recession resulting from COVID-19 and changes in the industry founded on artificial intelligence (AI). “The COVID-19 situation has led to unpredictable circumstances that may be more critical than the IMF crisis. Artificial intelligence is a huge variable in the labor environment. However, NOROO will overcome this like it has during other times. NOROO is a company that was born in the year of Korea’s liberation in 1945, and NOROO’s existence itself is proof of challenges that were overcome. The happy lives of NOROO’s employees are the result of this triumph. At NOROO are the independence and ownership spirit of workers. Therefore, NOROO was able to grow through empathy and communication. NOROO will overcome the COVID-19 crisis and take off as a stronger company in the post-coronavirus era.”

Chairman Hong Sun-cheol and Vice Chairman Park Jun-kyu are confident as they speak of hope. The history of cooperation between NOROO and the Labor Union have made the company what it is today. Thanks to the two hopeful men who are not afraid to take on daring challenges, we look forward to the future led by the 13th Labor Union.

安全与共识, 沟通与理解

变化的过程若是轻而易举, 也就称不上挑战了。洪珣缀也预想到了调解工会成员间意见不是一件容易的事情, 并对此做好了充分的心理准备。“在生产与销售、销售与技术、管理与销售等方面会出现业务性对立, 若不能相互理解, 建立健康的工会、健康的公司就只能是空想。应该从承认差异和多样性出发, 达成共识并实现沟通。在这个基础上实施均衡的政策, 这样, 所有人就会逐渐地越来越幸福。”

代际矛盾也是要持续解决的难题。两人表示, 引领公司发展至今的老一代人的价值观和年轻一代人的思考方式都十分重要, 因此需要帮助两代人相互理解。朴俊奎称, 过去工作是为了果腹, 饥饿精神盛行, 然而如今时代已经改变。年轻一代人也有很强烈的挑战欲望。为了挖掘这一点, 必须制定合理客观的政策, 同时营造可以挑战的环境。

存在本身就是挑战的证据

作为工会管理人员的苦恼和两人认为的NOROO正在面临的课题就是因新冠肺炎疫情造成的经济萧条, 以及以人工智能为代表的产业变化。“新冠肺炎显露出比过去IMF更难预料的情况。AI是劳动环境的巨大变数。但是, 我们NOROO将像以往一样, 克服这些问题。NOROO诞生于解放那一年, 它的存在本身就是延续挑战的证据, 而NOROO员工的幸福生活是应战的结果。NOROO拥有劳动者的自主性和主人翁意识。正因如此, 可以通过对话实现共生发展。我相信NOROO可以战胜新冠肺炎疫情, 进一步实现飞跃, 迎接后新冠时代。”

洪珣缀和朴俊奎之所以对未来同时抱有如此坚定的信念, 是因为今天的一切皆源自NOROO与工会合作的历史。在充满希望、果断挑战的两人的带领下, 第13届工会的未来令人充满期待。





# A Fuller Life through Challenges

The word “challenge” is not used only in biographies of great individuals. We personally face challenges by choosing to exercise early in the morning instead of sleeping in, by continually revising business plans, and by daring to step into a new field of business. The dynamic process that requires change makes life fuller, no matter the result. We discovered a spirited energy in the NOROO-ese who take on challenges to change tomorrow.

## 生活因挑战而充实

“挑战”不是伟人传记的专属名词。选择晨练而非懒觉、改来改去的事业计划书、转入新行业等等，我们总会主动创造或遇到挑战课题。谋求变化的动态过程无关胜负，可以令生活更加充实。从选择挑战的NOROO人身上，可以切实看到改变未来的火热能量。



# CHALLENGE IS THE FIRST STEP TOWARDS SELF-REALIZATION

Manager Yosep Shin  
NOROO Holdings Co., Ltd. Annex Office

**挑战是自我实现过程的第一步**  
纳路控股股份有限公司秘书室申英燮课长

Manager Yosep Shin majored in agriculture and acquired his doctorate in agriculture in Japan. He worked in the agricultural field as an examiner at aT Center, in agricultural chemistry, and at a plant factory. He always updated his bucket list and filled his life with challenges to live up to his life motto and goal of “contributing to the agricultural industry” and “establishing a comprehensive agricultural company.” He discovered new businesses through significant research and feels purpose in running towards his goals. He says that challenges are the virtue of an absolute spirit for self-realization. He says, “Adversities are unavoidable when realizing one’s goals. The first step of achieving one’s goals is challenges.” His concern is that 24 hours a day is not enough. We can feel the speed of his challenge of running towards his goals.

申英燮课长的专业是农业，曾作为公派留学生在日本取得农学博士学位，后来做过aT中心调查员，从事过农业化学领域商社、植物工厂风险投资等农业生命领域的活动。他总是不断更新自己的人生目标列表，日常生活充满了挑战。他的人生座右铭和目标就是“为农业领域做出贡献”和“创建农业生命综合公司”。经多方面调查，发掘新事业，在每天的工作中感受接近目标的意义，对于这样的他来说，挑战是完成自我实现的绝对精神理念。“在实现目标的过程中，一定会面临困境，我认为第一个过程就是挑战。”总是为每天时间太短而苦恼的他，在向目标全速前进的过程中感受到了挑战的速度感。



# CHALLENGE IS PROOF OF MY EXISTENCE

General Manager Jeong Jeong-ha  
Gwangju NOROO Paint & Coatings Co., Ltd.

**挑战是我存在的证据**  
(株)光州纳路涂料郑贞夏室长

General Manager Jeong Jeong-ha is an artist who operates a chain store for NOROO Paint & Coatings while residing in Gwangju, Jeollanam-do with her family. While working with paints, such as oil paint, she operated a paint chain store and began facing the challenge of changing materials into paint, which led to openings of several private exhibitions. She works at the store during the day and works on her art at night, and though she is physically tired, she is mentally happy. “I have no time to get sick when I’m busy. Being able to continually produce all this energy is the driving force that helps me overcome difficulties.” Her challenge is also changing the perception of paint. “Many still see paint as a chemical product for architectural purposes. I’m in the process of convincing these people that technology is developing greatly to save the environment.”

郑贞夏室长在全罗南道光州与家人一起经营纳路涂料特约店，同时还以艺术家身份活动。她曾使用油画颜料等美术专业颜料进行创作，在经营涂料特约店后，开始尝试用涂料代替原有材料，并成功举办数次个人展。她说，白天工作，晚上创作，虽然身体疲惫，但内心却充满了幸福感。“忙起来根本没有空生病。不休息、不断释放能量是战胜辛苦的原动力。”正如她所说的一样，她的挑战正在改变人们对涂料的认知。“涂料只是建筑物专用化学产品，这种固有观念依然存在。我正在通过自己的努力让大家相信，技术正在为保护环境实现突飞猛进的发展。”







## CHALLENGE IS HOPE ITSELF

Representative Choi Jong-moon

Chaeum Planet

**挑战就是希望**

填充星球总经理崔钟文

“As an industrial designer, switching to paint was my greatest challenge.” Representative Choi Jong-moon of the NOROO Paint & Coatings chain store in Suwon, Chaeum Planet, has a unique background. After working as an industrial designer in China, he returned to Korea and stumbled upon a job painting murals. He became fascinated with the work of a paint technician and began work as the youngest member of the paint team at a construction site. He then opened the NOROO Paint & Coatings chain store last May. “I was physically exhausted because the job wasn’t something I was used to. However, I was determined, telling myself ‘There is no giving up!’ and became more familiar with the job.” His next goal is professional painting construction. He says, “Isn’t life just a series of challenges? I hope that the NOROO family enjoys the thrill of challenges. I’m rooting for you!”

“从工业设计师转行搞涂料是我最大的挑战。”位于水原的纳路涂料特约店——填充星球的总经理崔钟文的履历有些特别。他曾在中国担任工业设计师，回到韩国后一次偶然的的机会，开始兼职画壁画，在此过程中对涂料技术人员的工作产生兴趣，因而成为了施工现场涂料组的老幺，最终于去年5月，正式经营纳路涂料特约店。“在做自己不熟悉的事情时，感觉身体异常疲惫。但我的字典里没有放弃这个词，正因为这种信念，我逐渐熟悉了现在的工作。”他的下一个目标是专业艺术绘画施工。他表示：“人生难道不就是一个挑战接着另一个挑战吗？希望NOROO家庭的每一位成员都能够享受挑战带来的心动感，真心为大家加油打气！”



## CHALLENGE IS PASSION

Assistant Manager Kim Sun-jung

NOROO Paint & Coatings Co., Ltd. Direct Sales Team 1

**挑战是热情**

纳路涂料股份有限公司直营1组金善政代理

“Challenges change lives.” Assistant Manager Kim Sun-jung expresses surprise at herself in striving to accomplish her goals. She took on the challenge of getting her license to become a Pilates instructor. After becoming captivated by the charms of Pilates that improves the body’s balance, she acquired her license last year after hours of contemplation and effort. “It wasn’t easy making up my mind to take on the challenge. However, when I realized that I had thought about it for a year, I knew that I ultimately would not give up, and I took on the challenge.” The value of her challenge cannot be expressed in numbers. There were hard times, but she found energy within the challenging process. She speaks the truth when she says, “Knowing you want to achieve something brings great passion into your life!”

“挑战改变人生。”金善政代理坦言，自己朝目标努力的样子让她自己都吃惊。她的挑战是考取普拉提讲师资格证。普拉提可以矫正身形，在陷入普拉提的魅力后，经过一段长时间的思考和努力，最终于去年成功取得资格证。“下决心挑战这件事本身就不容易。但是一年后，看到自己依然在考虑这件事情，便产生了不能放弃的想法，最终开始了挑战。”她认为挑战的价值之大无法用数字形容。虽然有时候会感到辛苦，但挑战的过程中充满了能量。“找到想做的事情会给生活带来巨大的热情！”她的这句话正是真理所在。





# All Colors are Photos of a Lifetime When Using PANTONE Paint!

Lotte World Adventure Multiple themes photo zone(Geureolssa-jingwan) + School concept photo zone(Sejel-yegyo)

Photos of everyday life that are stored on smartphones are generally plain. However, once you visit this place, the mood of your photo gallery will surely change. Photos will become colorful, poses diverse, and expressions more animated. Every single photo will be the photo of a lifetime. We experienced the power of color that brings expressions and photos to life at the Lotte World Adventure Multiple themes photo zone and School concept photo zone.

## 只要有潘通涂料, 所有颜色皆是人生最美照片！

乐天世界探险世界像样照相馆+世上最美的学校

保存在智能手机中的日常生活照片多少有些平淡。然而只要来到这里, 便可以创造截然不同的相册氛围。色彩更多样, 姿势更丰富, 就连表情也会变得无比生动。每一张都是人生最美照片。是色彩让表情更生动, 让照片更灵动, 让我们一起到乐天世界探险世界“像样照相馆”和“世上最美的学校”体验这种色彩的力量吧。



### INDEED, IT IS DECENT: MULTIPLE THEMES PHOTO ZONE

“Wow! This place is awesome!” Visitors exclamations can be heard at the entrance to the Multiple themes photo zone on the fourth floor of Lotte World Adventure. Then, their hands and feet become busy as they begin taking photos of the graceful and romantic flower tree, the sophisticated tables and lamps, and the other 20 booths boasting different concepts. The Multiple themes photo zone that excites visitors is a selfie studio with booths boasting various concepts and lighting for everyone to take decent photos. The studio opened in 2018 and has been visited by an average of 3,500 people a day. It has become the “holy ground for the photos of one’s lifetime,” and the venue was filled with even more vibrant colors through a collaboration with PANTONE Paint in 2020.

The first booth of Multiple themes photo zone displays a spring setting packed with flowers and crimson hues. The clear but rich shade of Conch Shell (PANTONE 15-1624) will have visitors’ faces flushed and glowing. PANTONE’s color of the year, Classic Blue (19-4052), finely blends in with the dignified mirror and helps visitors discover classic beauty. The profound booth with neon lights and vintage decorations is matched with Colonial Blue (18-4522) to add depth to photos. The differing colors truly create “different colored” booths where visitors change poses and expressions to take photos of their lifetime. One of the most popular venues is NOROO’s “Paint Studio.” In the Paint Studio, visitors can take fun photos with paint robots and paint cans.

NOROO Paint & Coatings Co., Ltd.’s Manager of Digital Marketing, Cho Hyun-jung, explained, “We chose colors that would help each booth pop with their distinct characteristics. PANTONE Paint exhibits colors of high chroma, more than that of other paints, which helps make photos more vivid.”

### 的确还不错, 像样照相馆

“哇!这里也太赞了!”像样照相馆位于乐天世界冒险世界四层, 每一名进入这里的游客都会第一时间发出赞叹, 随后便会变得“手忙脚乱”, 迫切地想要把优雅浪漫的花木、充满复古情怀的桌子和台灯等20余个主题摄影棚统统装进相片之中。令游客怦然心动的像样照相馆的每一个摄影棚都设置有不同主题和灯光, 是所有人都可以拍出专业照片的自助摄影工作室。照相馆于2018年开业, 日均待客量超过3500人。这里被称作“人生最美照片圣地”, 2020年通过与潘通涂料合作, 加入了更加鲜活的色彩。

像样照相馆的第一个摄影棚展现了仿佛被鲜花笼罩的场景, 可以在殷红的背景下尽情享受浓郁的春色。站在潘通涂料深藕红 (Conch Shell 15-1624) 的高亮浓郁深色前, 脸颊会散发红润的光芒, 仿佛心中小鹿乱撞。2020潘通年度流行色——经典蓝 (Classic Blue 19-4052) 与厚重的装饰镜相辅相成, 帮助游客发现古典美。在霓虹灯和复古装饰的烘托下, 摄影棚的氛围甚是微妙, 殖民蓝 (Colonial Blue 18-4522) 增加了照片的深度。不同颜色的转换, 让游客自然而然地在“别具色彩的”摄影棚内摆出各不相同的拍照姿势和表情, 成功完成各自的人生最美照片。最受欢迎的摄影棚当属NOROO演绎的“涂料馆”。因为在这里可以利用油漆刷和油漆桶雕塑创造充满趣味的照片。

负责像样照相馆色彩的纳路涂料数字化营销组课长曹贤贞表示, 每一个色彩的选择, 都是为了彰显各个摄影棚固有的特色。与其他涂料相比, 潘通涂料展现了无与伦比的高饱和度色彩, 因此可以令照片更加鲜明。





**A SCHOOL YOU'LL WANT TO KEEP ATTENDING,  
SCHOOL CONCEPT PHOTO ZONE**

You might want to get greedy at Multiple themes photo zone, but be careful to not completely fill your smart phone photo gallery there. Another photo studio called School concept photo zone opened directly in front of the Multiple themes photo zone. This studio opened following Lotte World's "Let's Play School" theme that began in the first half of the year. The studio is called, "The World's Prettiest School," or School concept photo zone. Once again, the PANTONE colors of NOROO Paint are on full display at this studio.

Is it really this easy and fun to walk into school? The soft yellow and sweet pink shades of PANTONE Paint that decorate the entrance to School concept photo zone will make your day sweeter. Past the pink layers of Candy Pink (14-1911) and Flamingo Pink (15-1821) are the classrooms, science lab, library, art room, and gym, which are all photo sets of their own. The science lab, which is the color lab created by NOROO, is painted in Blue Topaz (14-4310) that makes photos even more refreshing, while the Buttercup (12-0752) and Meadow Mauve (18-3230) of the library offers a vivid contrast and intensifies the allure. The art room is packed with free-spirited, artistic sensibility that is also fierce with the red, white, and black colors. The combination of mint and pink add life to the gym, and all areas in the studio

will have visitors feeling like scientists, artists, or an athlete who just completed a match. The changes in mood will naturally help visitors' expressions change as they look into the camera, and there will indeed be photos of people's lifetime taken at the studio. The highlight of the studio is the graduation ceremony. The ceremony guarantees a sweet path of flowers with the Pink Marshmallow (12-2907) color.

**PHOTOS OF A LIFETIME WITH PANTONE PAINT**

Visitors who enjoyed taking photos with props at the two photo studios changed their gestures and facial expressions according to the color and atmosphere of each area to take serious, fun, and graceful photos. The expressions of looking through the photos later on were filled with joy and delight. Senior Staff Kim Yun-su of the Lotte World Adventure Contents Strategy Team commented, "The PANTONE Paint colors are exceptionally vivid. The chroma is powerful enough to have visitors exclaim with awe when looking at the photos they took. The paint is also resilient against pollution." He praised the colors and functions of PANTONE Paint. The vibrant colors of PANTONE Paint that are visible to the naked eye are even more dynamic in photos. Taking photos of a lifetime is not hard when you have PANTONE Paint. Come and take the photos of your lifetime at the Lotte World Adventure Multiple themes photo zone and School concept photo zone.



**心心念念的学校, 世上最美的学校**

拍照的欲望再强烈, 也要注意不要在像样照相馆将手机的内存全用光喔, 因为最近在像样照相馆对面又新开了一家新的摄影工作室——世上最美的学校。这里根据乐天世界上半年的主题"Let's Play School"打造了“世界最美的学校”。NOROO的潘通涂料同样通过这间照相馆倾情发挥了色彩的力量。

从不敢想象, 上学的脚步可以如此轻盈! 学校入口处选择了潘通涂料的嫩黄色和蜜粉色, 令上学路无比甜蜜。经过糖果粉(Candy Pink 14-1911)和火烈鸟粉(Flamingo Pink 15-1821)等层层重叠的粉色, 无论是教室、科学室、阅览室、美术室, 还是体育馆, 所到之处, 均是拍照区。NOROO演绎的色彩实验室——科学室选用蓝色帕托(Blue Topaz 14-4310)进行粉刷, 令照片中的面孔看起来更加鲜明。而阅览室则选用铎黄(Buttercup 12-0752)和草甸紫(Meadow Mauve 18-3230)这组强烈的对比色提高关注度。美术室只用红色、白色和黑色彰显强烈且自由的艺术感性, 体育馆则用薄荷色和粉色组合突出生动感.....漫步在这里, 仿佛自己真的成为了科学家、画家, 亦或是刚刚结

束比赛正汗流浹背的运动员, 可以充分感觉到内心的变化。心情的改变令镜头前的表情越发自然, 必然会“连连收获”人生最美照片。这里的最大亮点当属毕业典礼。毕业典礼现场设有由粉红棉花糖(Pink Marshmallow 12-2907)色装饰而成的甜蜜花路。

**与潘通涂料缔造人生最美照片**

游客利用设置在两间摄影工作室的小道具享受拍照的乐趣, 根据空间和色彩的氛围, 不停变换姿势和表情, 或真挚, 或搞笑, 或优雅。拍摄后确认照片时, 每个人的脸上都洋溢着幸福与喜悦的光芒。作为负责人, 乐天世界冒险世界内容战略组金允秀主任对潘通涂料的色彩和性能赞不绝口, 他表示潘通涂料的色彩在鲜明度方面无与伦比, 出色的饱和度令游客在确认照片时惊叹不已, 而且具有超强的抗污性。潘通涂料可以直观感知的鲜明色彩感在照片中更是充满了戏剧性效果。只要有潘通涂料, 想拥有人生最美照片可谓轻而易举。快到乐天世界冒险世界的像样照相馆和世上最美的学校拍摄人生最美照片, 你还在等什么?





# Making the World Sweet with the Technology of THE KIBAN Co., Ltd.

Cucurbitaceae Team of THE KIBAN Co., Ltd.

The one thing that makes scorching hot summers bearable is sweet and fresh fruit. The sound of splitting a watermelon in half is powerful, and a melon is as soft and sweet as melting ice cream. The crispness of a Korean melon that boasts its distinct yellow and white lines is indeed something else. With the sweet tastes and fruit from the Cucurbitaceae Team of THE KIBAN Co., Ltd., we met with the individuals who make sweeter not only Korean summers but also the world.

## THE KIBAN的技术令世界更加香甜

(株) THE KIBAN葫芦科组

炎炎夏日, 爽口的甜水果令人神清气爽。西瓜裂开的“咔嚓”声气势磅礴, 仿佛要将夏日劈开。哈密瓜像融化的冰激凌般柔软香甜。甜瓜明艳的黄色瓜皮上长有白色条纹, 散发着阵阵清凉感, 又会给您带来何种感受? THE KIBAN葫芦科组培育出的甘甜水果, 让我们一起了解一下这些让韩国乃至全世界更加香甜的水果。



### FOR BOTH PRODUCERS AND CONSUMERS

May through July are busy times for the Cucurbitaceae Team of THE KIBAN. The team is busy with the harvest and inspections of the first cropping season that spans from spring to summer. At THE KIBAN Co., Ltd., there are six research teams by crop: peppers, cabbages, radishes, western vegetables, tomatoes, and onions. Among these teams, the Cucurbitaceae Team cultivates Korean melons, melons, pumpkins, summer squash, cucumbers, and watermelons. The Cucurbitaceae Team undertakes two cropping seasons a year in Korea, and the team has showcased melons, Korean melons, and watermelons in one greenhouse to evaluate the fruit of the first cropping season. This is also known as the day of the compound performance inspection. “We eat and evaluate the fruits’ tastes and textures, and we measure their sugar content with a machine. We also record the fruits’ width, length, colors, and shape.” The melons that sit before Researcher Eom Ji-yong are the result of 116 combinations. He explains, “We create a pure line with only dominant traits until we achieve the desired form. This is known as fruit breeding. The goal of today’s evaluation is to select five types from these melons. The five types will be sent to the actual site where they will be cultivated for a trial cultivation to determine the fruit’s adaptability to the region. The favorable kinds will be cultivated at a larger scale, and once cultivation stability has been confirmed, the fruit will be produced and sold at the site.” His eyes are filled with devotion as he explains and meticulously looks over the melons. “The currently leading variety is the standard for developing new breeds, supplementing weak points, and adding strong points. We improve harvesting and shipping as well as the taste and sugar content of the fruit variety to satisfy both the producers and consumers.”

### 同时满足生产者与消费者

每年5月至7月, 都是THE KIBAN葫芦科组最为忙碌的时期。因为这段时间要收获春夏交替后的第一轮耕作期作物并进行评价。THE KIBAN按辣椒、白菜、萝卜、西方原产蔬菜、番茄、洋葱等作物种类分为六个研究小组。其中, 葫芦科组负责培育甜瓜、哈密瓜、南瓜、西葫芦、黄瓜和西瓜等。葫芦科组每年在韩国进行两轮耕作, 为了完成今年的第一轮耕作期果实评价, 整整一个大棚内摆满了哈密瓜、甜瓜和西瓜。这一天被称为“组合性能检测日”。

“亲口品尝后对口味和口感进行评价, 并使用机器测量糖度。同时还会记录纵径、横径、色泽等果形。”整齐地摆放在研究员严知镕面前的哈密瓜是共计116个组合的结果。“为了获得理想的形态特征, 仅通过显性性质确保系统的纯正, 从而实现纯系育种。今天的检测目标是从中选出五个品种。获选的品种将被送到栽培现场实施试验栽种, 确认它们的地区适应能力。随后对其中的优良品种进行扩大栽培, 待稳定性得到确认后, 便会正式进入生产销售环节。”严知镕研究员一边解释, 一边仔细地观察哈密瓜, 眼神里充满了喜爱之情。“品种开发始终以当前主要品种为基础, 不断改善缺点, 增加优点。只有确保品种的稳定收获性, 并坚持对运输性、口味和糖度等进行改良, 才可以同时满足生产者和消费者的需求。”





### AIMING FOR OVERSEAS MARKETS

In addition to the Korean melon that hit a high market share in the domestic market, netted melons have an increasing market share. The melons are continuously being bred with the goal of being sold in overseas markets.

“The scale of the domestic market is very small. We need bigger markets like those in North America, North Africa, and Europe to produce profit. Thus, research and development is essential. Biotechnology, especially, is a great help for discovering functionality and disease tolerance, in addition to helping save time.” Researcher Eom Ji-yong says that “breeding is a battle with time.” “To discover a new breed, it takes half a year to collect and evaluate genetic resources, about three years of research to create a pure line, and about one year to cultivate the fruit at the site. The key point of this process is to shorten the time. Three cropping seasons a year are possible at the THE KIBAN Co., Ltd.’s lab in Thailand, and this helps shorten generations.” Through cooperative work for cultivation and the biotechnology teams in Korea and Thailand, THE KIBAN Co., Ltd. is making solid preparations to launch the melon variety in foreign countries. “Cantaloupes, the melon with orange flesh, is known as ‘amor’ and cultivated in farmhouses before being sent out to consumers. Cantaloupe storage was improved as well as shipping to spark the interest of foreign marketers. We’re still in the early stages, but we are experimenting with cultivating melon varieties on different continents and receiving feedback.”

### SPREADING THE SWEETNESS TO ALL

In the case of Cucurbitaceae, the Korean melon accounts for about 5 billion in the domestic seed market, the pumpkin 8-10 billion, and watermelon 10 billion. Since last year, THE KIBAN Co., Ltd. has been cultivating watermelons in order to become the largest market for watermelon seeds. Working in greenhouses during the hot summer is arduous, but Researcher Eom Ji-yong says that he is able to endure the difficulties if he considers himself a working man and not an office worker. He says that he feels great purpose when sees consumers purchase produce that are cultivated with THE KIBAN Co., Ltd.’s seeds and sold in markets. Researcher Kang Sun-woo, who is in charge of overseeing the watermelons, says that plants require constant care and offer no holidays, but he feels immense satisfaction when they harvest their desired crops.

We tasted honeydew by Research Eom Ji-yong’s recommendation during the evaluation process. Like its name, the melon was sweet like honey, savory, and refreshing like morning dew. We look forward to the day when people from Korea and all over the globe seek the sweetness of THE KIBAN Co., Ltd.



### 将海外市场设为目标

甜瓜在韩国国内市场具有较高的占有率, 同时网纹瓜的市场占有率也在逐步提高。特别是在哈密瓜方面, 正在持续开发面向海外市场的品种。

“韩国国内市场规模非常小。为了确保利润, 需要北美、北非、欧洲等大市场。这就需要研发。特别是在当下, 生命科学已经成为了探寻功能性和抗病性的一大支柱, 还可以有效节省时间。”严知镕研究员称“育种是和时间的战斗”。“为了确保品种纯正, 光是收集评价基因资源就需要花费半年的时间, 之后还要经历三年左右的纯系作业和一年左右的当地栽培。能否缩短这一系列时间成为了关键。THE KIBAN的泰国研究所可以实现一年三收, 有助于缩短更新换代的时间。”韩国与泰国的培育和生命工学组之间的合作, 正在为THE KIBAN的哈密瓜种子走向海外奠定坚实的基础。“哈密瓜当中果肉呈橘色的罗马甜瓜目前有韩国国内农户栽种, 被称为‘阿莫尔’, 消费者可以在市场买到。特别是通过提高罗马甜瓜的耐贮性, 使其具备良好的运输性, 从而吸引了海外营销人员的注意。虽然还处于起步阶段, 但目前已经通过试验栽培不同种类的哈密瓜并收集反馈。”

### 为所有人带去香甜

在葫芦科方面, 韩国国内甜瓜的种子市场规模约为50亿, 南瓜为80~100亿, 西瓜为100亿左右。为了规模最大的西瓜种子市场, THE KIBAN从去年起开始培育西瓜。炎热的夏季, 在如蒸笼般的大棚内工作, 其辛苦程度不言而喻。但严知镕研究员认为, 只要把自己定位为专业人员, 而不是普通上班族, 以这样的心态去工作, 就能够战胜困难。同时他还表示, 看到众多消费者购买通过培育THE KIBAN品种而供应至超市的产品, 心中会充满成就感。负责西瓜的研究员姜宣宇也表示, 植物没有假期, 需要坚持不懈的管理, 这件事虽然辛苦, 但只要看到收获理想的作物, 就会非常满足。

在检测过程中, 我们品尝了严知镕研究员推荐的蜜瓜。瓜如其名, 真的像蜜一样又甜又香, 且口感像露水一样清新。希望在韩国国内乃至全世界, 能有越来越多的人爱上THE KIBAN的这份香甜, 希望这一天早日到来。





NOROO GROUP'S CHAIRMAN & CEO HAN YOUNG-JAE PARTICIPATES IN THE "STAY STRONG CAMPAIGN" FOR OVERCOMING COVID-19

NOROO Holdings Co., Ltd.

纳路控股股份有限公司

NOROO GROUP'S CHAIRMAN & CEO HAN YOUNG-JAE PARTICIPATES IN THE "STAY STRONG CAMPAIGN" FOR OVERCOMING COVID-19

NOROO Group's Chairman & CEO Han Young-jae took part in the "Stay Strong Campaign" that delivers encouragement and support for overcoming the COVID-19 crisis. The Stay Strong Campaign was started by the Ministry of Foreign Affairs in early March to deliver messages of solidarity to the world for overcoming COVID-19. The campaign is a relay in which the designated individual posts a photo of themselves holding a message of encouragement on their social media account and chooses three people to continue the relay. The message is an image of two hands that appear to be a gesture of prayer and hands being washed with soap. Around the image are the phrases "Stay Strong" and "Fight against COVID-19." Chairman & CEO Han Young-jae stated, "I'd like to thank the medical professionals of Korea as well as the citizens who are all dedicating themselves together to overcoming this crisis in the midst of difficult situations. Through this campaign, I wanted to deliver a message of hope that we can overcome this crisis if we stand

together." Chairman & CEO Han Young-jae participated in this campaign after being nominated by Chairman Son Tae-seung of Woori Financial Group. Chairman & CEO Han Young-jae then nominated Conductor Hamh Shin-ik of Symphony S.O.N.G, Representative Cho Sung-yong of Seoul Perfumery, and Representative Lee Hong-sun of TriGem Computer. NOROO Group has established behavioral guidelines that include reporting one's state of health before going to work, checking temperatures and wearing masks when going to work, placement of hand sanitizers, operation of a lunch rotation system, rearrangement of cafeteria tables, enforcement of a semi-telecommuting system, and cancellations of business trips and external meetings as part of an effort to prevent the spread of COVID-19.

NOROO集团韩荣宰会长参加旨在战胜“新冠肺炎疫情”的“保持强壮(Stay Strong)活动”

NOROO集团韩荣宰会长参加了为战胜新冠肺炎疫情而加油打气的“保持强壮(Stay Strong)活动”。保持强壮(Stay Strong)活动开始于3月初,是韩国外交部为向全世界宣传“共抗新冠肺炎疫情”这一信息而开展的活动。活动以接力方式进行,被点名者要手持写有加油信息的手牌拍照并上传至SNS,最后再提名参加下一程活动的3个人。手牌上的图片标志由以肥皂泡沫洗手的动作和象征祈祷的双手叠加

而成,标志旁写有“保持强壮(Stay Strong)”几个字,代表“通过遵守个人卫生战胜新冠肺炎疫情”之意。韩荣宰会长表示,衷心感谢在如此艰难的环境中,齐心协力投身于抗疫工作的韩国医护人员和每一位国民。他还透露,此次活动的目的是传递“众志成城便可共渡难关”的希望之声。韩荣宰会长经友利金融集团会长孙泰升的推荐参与了此次活动,活动结束后又分别点名SYMPHONY SONG艺术总监咸信益、(株)首尔香料代表理事赵成龙和(株)三宝电脑代表理事李洪善为下一程活动接力者。疫情期间,NOROO集团的每家分公司分别制定了活动方针,如上班前报告健康状况、出入全员测量体温并佩戴口罩、配备免洗手消毒液、午餐时间各部门分批就餐、改变公司内部食堂餐桌布局、实施部分人员居家办公制度、暂缓出差和外部会议等,竭尽全力抑制新冠肺炎疫情扩散。

NOROO Paint & Coatings Co., Ltd.

纳路涂料股份有限公司

NOROO PAINT & COATINGS CO., LTD. LAUNCHES "COOL ROOF CAMPAIGN" WITH "HEAT INTERCEPTION PAINT" THAT ACTS AS SUNSCREEN FOR ROOFTOPS

NOROO Paint & Coatings Co., Ltd. will continue its "Cool Roof Campaign" this summer to offer cool roof



NOROO PAINT & COATINGS CO., LTD. LAUNCHES "COOL ROOF CAMPAIGN" WITH "HEAT INTERCEPTION PAINT" THAT ACTS AS SUNSCREEN FOR ROOFTOPS



paints for rooftops to socially vulnerable groups. The Cool Roof Campaign, which aims to improve residential environments, will be held with the social cooperative, Ten Years After, and with the support of NOROO Paint & Coatings and the Korea District Heating Corporation. Construction of 11 rooftop households have been completed so far, and the project aims to complete the construction of 100 households by the end of this year. The campaign also consisted of the rooftop construction of a senior citizen center in Haedo-dong, Nam-gu, Pohang-si with the cooperation of Pohang-si, Climate Change Education Center, Council for Sustainable Development, and the 1st and 2nd groups of the University for Sustainable Development. The campaign is expected to actively unfold with the local government body. Last year, NOROO Paint & Coatings completed the construction of cool roofs of 19 senior citizen centers in 8 districts of Busan with the cooperation of Busan City Hall and the Korea Institute of Registered Architects, followed by the construction of cool roofs of 15 senior citizen centers in Siheung-si and 47 childcare centers and senior citizen centers in Gwanak-gu as part of this campaign. The "Energy Saver Cool Roof Water-based Coating," an energy-saving waterproof paint for rooftops developed by NOROO Paint & Coatings, is a product that acquired the ENERGY STAR certification by the Cool Roof Rating

Council (CRRC), a U.S.-based council that certifies energy-saving paints. A special white paint is used to reflect solar heat and quickly release the heat into the atmosphere for highly reflective and heat intercepting effects. The Energy Saver Cool Roof Water-based Coating is a highly functional product that reduces the temperature of concrete surfaces by at least 20 degrees, compared to the temperature before construction, and can be used on not only concrete rooftops but also regular rooftops. NOROO Paint & Coatings commented, "We plan to continue our social contribution activities with the cooperation of local government bodies this summer to help vulnerable classes. We also plan to spread awareness surrounding heat intercepting paints with the Energy Saver Cool Roof Water-based Coating, which is the optimal product for saving energy and having cooler summers, in addition to expanding into the relevant market."

纳路涂料, 涂抹于屋顶的防晒霜“隔热涂料”屋顶降温活动

2020年夏季,纳路涂料继续开展通过屋顶专用隔热涂料帮助社会弱势群体的屋顶降温活动。屋顶降温活动由纳路涂料、韩国地区供暖公社赞助,社会合作组织——十年后研究所主办,旨在改善居住环境。截至目前,共为11户屋顶房完成施工,计划今年年内追加完成共计100余户家庭的施工。近期还计划与地方自治团体联合,共同积极开展活动,如携手浦项市、气候变化教育中心、可持续发展协议会和可持续

发展大学1、2期,为浦项市南区海岛洞敬老院建筑物的屋顶进行施工等。2019年,纳路涂料与釜山市厅、釜山建筑协会共同对釜山8个区的19家敬老院进行了屋顶降温施工,还为始兴市的15家敬老院、冠岳区47家托儿所和敬老院进行了施工,始终坚持开展该项活动。纳路涂料研发的节能型屋顶防水涂料“节能屋顶降温水性涂料”已获得美国节能型涂料认证机构——CRRC(Cool Roof Rating Council)的ENERGY STAR认证。该涂料具有高散射效果和隔热效果,可以利用白色特殊颜料反射太阳能,促进表面热量快速释放至大气之中。与施工前相比,可以降低混凝土表面温度20度以上,是可以节约制冷能源的高性能产品,不仅可以用于混凝土表面,还可以在普通屋顶施工。纳路涂料表示,2020年夏季,公司将继续与地方自治团体合作,开展帮助弱势群体的公益活动。计划通过最有效节能、保证清凉一夏的产品——节能屋顶降温水性涂料扩大民众对隔热涂料效果的认知,从而拓展相关市场。

MAINTAINING #1 RANK IN THE DOMESTIC WATERPROOF COATING MARKET WITH "ECO-CLEANTHANE"

With the start of the summer monsoon season, the rooftop waterproof product "Eco-Cleanthane" of NOROO Paint & Coatings is gaining more and more recognition. Eco-Cleanthane is an eco-friendly urethane product that excludes four major heavy metals of hexavalent chromi-





MAINTAINING #1 RANK IN THE DOMESTIC WATERPROOF COATING MARKET WITH “ECO-CLEANTHANE”

um compound, lead, cadmium, and mercury, six phthalates, and 4,4'-Methylenebis (2-chloroaniline, hereinafter, “MOCA”), which is classified as a toxic substance. The product has received attention in the waterproof paint market since its release in 2019. Furthermore, the product acquired the Class 1 KS F 3211 Urethane Coating Certification as a waterproof building block coating, which surpasses the Korean Industrial Standards (KS) certification standard. The product is also an eco-friendly product that acquired the eco-friendly mark of the Korea Environmental Industry & Technology Institute, a subsidiary of the Ministry of Environment.

NOROO Paint & Coatings strengthened its marketing strategies for the Eco-Cleanthane in June, a season of high demand for rooftop waterproof paints, to prevent environmental pollution caused by the release of toxic substances and to prevent damages inflicted on consumers and technicians caused by low-grade products. Product seminars and shows were continued for paint sellers to introduce the product’s superior quality. The order and method of rooftop waterproof painting with Eco-Cleanthane was introduced in detail by a NOROO Paint & Coatings technology researcher on the YouTube channel, “Paintitsuda,” to help general consumers understand the steps to using the paint.

With the approaching end of the grace period for the “Ministry of Environment MOCA Announcement on

Designated Restricted Substances” in August 2020, the sales, keeping, storage, and transportation of products containing MOCA were restricted at general paint stores, but Eco-Cleanthane did not fall within the purview of the Ministry of Environment’s regulation, and hence, has not been restricted. NOROO Paint & Coatings took this opportunity to actively publicize its product in the market to fortify sales. An official of NOROO Paint & Coatings commented, “Since June, when temperatures were high but humidity low, which made the season appropriate for rooftop waterproof painting, sales of waterproof paints rose significantly in preparation for the monsoon season. With Eco-Cleanthane, we plan to rank highest in terms of business shares in the domestic paint market, which is a scale of approximately KRW 250 billion, in addition to expanding the market with excellent product quality.”

“环保CLEANTHANE”继续保持韩国国内防水材料市场第一地位

在夏季梅雨季到来之际，纳路涂料的屋面防水产品“环保CLEANTHANE”愈发抢手。环保CLEANTHANE未添加六价铬化合物、铅、镉、水银等有害重金属，也未添加6种邻苯二甲酸酯、被划定为有毒物质的4,4'-亚甲基-二(2-氯苯胺，以下简称“MOCA”)成分，是名副其实的环保型聚氨酯产品。自2019年上市以来，在防水材料市场备受好评。不仅如此，该产品作为环境亲和性产品，还凭借超过韩国国家标准(KS)认证的物质属性获得建筑涂膜防水材料项目——KS

F 3211聚氨酯橡胶1类认证，获得环境部下属的“韩国环境产业技术院”的环保标志。

为了防止因释放有害物质而导致环境污染，避免消费者和技术人员因劣质产品泛滥而受到损害，从屋面防水涂料正式进入需求旺季的6月起，纳路涂料注重加强环保CLEANTHANE的营销。以涂料经营者为对象，持续举办产品专题研讨会与品评会，宣传过硬质量，同时在YouTube频道“paintitsuda”上传由纳路涂料技术研究员详细讲解使用环保CLEANTHANE对屋面进行防水施工的顺序和方法的视频，帮助普通消费者了解产品。

特别值得关注的是，“环境部MOCA限制物质指定公告”施行延缓期将于2020年8月结束，此后将正式限制一般涂料商店销售、保管、保存、运输包含MOCA成分的产品，但环保CLEANTHANE产品不在上述环境部规制范围内，因此不受限制。纳路涂料正在向市场积极宣传这一点，借此加强销售。纳路涂料相关人士表示，6月气温不高，也不潮湿，非常适合屋面防水施工，自6月起，应对梅雨季的防水材料销量大幅度提升。今后将通过推出环保CLEANTHANE，在韩国国内约2500亿韩元规模的防水材料市场，坚守业界占有率第一的佳绩，凭借过硬品质进一步扩大市场。

LAUNCH OF UV RAY-BLOCKING, HEAT-INTERCEPTING PAINT, “ENERGY SAVER WINDOW”

NOROO Paint & Coatings recently launched the “Energy Saver Window,” a heat blocking paint for general consumers that can be easily painted onto windowsills



LAUNCH OF UV RAY-BLOCKING, HEAT-INTERCEPTING PAINT, “ENERGY SAVER WINDOW”

while blocking UV rays and solar heat that flow indoors in the summertime.

In severe cases, strong UV rays and solar heat that enter through windows can cause atopy and skin diseases like rashes. With longer hours spent at home due to COVID-19, careful precautions must be taken within living environments. The Energy Saver Window, made with special nanomaterial, is a glass-type paint that creates a semi-transparent film over the construction surface to block UV rays and solar heat while directly allowing natural light to pass through. According to the test results of the Korea Testing & Research Institute, the Energy Saver Window blocks over 90% of UV rays from entering through the surface. Not only does the new Energy Saver Window protect the skin from UV rays and lower indoor temperatures, but it also creates a semi-transparent film to protect people's privacy as the product can be easily painted onto fixtures and windows for extensive use in living environments during summertime.

In order to allow more consumers to conveniently enjoy the effects of the Energy Saver Window, the product package comes with a tray, masking tape, and a roller to lessen the hassle of making separate purchases to acquire these items. The product package also offers excellent convenience. After thoroughly wiping a window surface, the paint is painted on with the roller, and a semi-transparent film will form after 20-30 minutes. To

remove the paint, water is sprayed onto the surface with a spray, and the paint will come off after 2-3 minutes. The product can be painted onto embossed surfaces, allowing for the product to be used in more various ways than a window sheet.

An official of NOROO Paint & Coatings stated, “The Energy Saver Window was made with the technological know-how of NOROO Paint & Coatings, and therefore, is much easier to use than window sheets. The product can be easily used on homes, stores, restaurants, and office windows as it offers the environmental values of protection from the sun and energy saving. NOROO Paint & Coatings will continue to perform social contribution activities through products used by groups that are vulnerable to the scorching heat.”

防紫外线的隔热涂料“节能窗户”上市

为隔离夏季照射至室内的太阳能和紫外线，纳路涂料于近期推出便于玻璃窗施工的普通消费者用隔热涂料“节能窗户”。

通过窗户进入室内的强烈紫外线和太阳能会引发异位性皮炎、皮疹等皮肤病。特别是近期，新冠肺炎疫情导致居家时间变长，需要对居住环境更加用心。由特殊纳米物质制作而成的“节能窗户”是玻璃专用涂料，可以在施工表面形成半透明保护膜，隔离紫外线和太阳能的同时，保证自然采光通过。韩国化学融合试验研究院的试验结果显示，“节能窗户”可以有效隔离90%以上的紫外线。“节能窗户”可以保护皮肤

免受紫外线伤害，降低室内温度，同时通过半透明保护膜保护隐私，是具有多重效果的新产品。可以轻松用于窗户与玻璃材质，广泛适用于夏季居住环境。

为了方便更多消费者轻松体验“节能窗户”的产品效果，产品推出套装，由涂料盘、遮蔽胶带和滚刷构成，无需另行准备其他辅助材料。操作过程十分简便，只需将玻璃表面擦拭干净后用滚轮均匀涂抹，静置20~30分钟即可生成半透明保护膜。需要去除时，只要使用喷雾器喷水，2~3分钟后即可轻松撕掉保护膜。有压花纹路的玻璃表面同样可以使用，比玻璃窗贴膜的适用范围更广泛。

纳路涂料相关人士表示，“节能窗户”融入了纳路涂料的技术经验，比使用玻璃窗贴膜要便利得多。不仅是普通家庭，商店、餐厅、办公室的玻璃窗等均可以通过简单施工使用。隔离紫外线，节约能源，是有效提高环境价值的产品。今后，纳路涂料将继续面向酷暑弱势群体，充分利用产品开展公益活动。

Agricultural corporation, THE KIBAN Co., Ltd.  
农业公司法人 (株) THE KIBAN

ENFORCED PERFORMANCE TESTING FOR THE FIRST HALF OF THE YEAR AT THE ANSEONG R&D COMPLEX

On June 19, THE KIBAN Co., Ltd. implemented a per-





OPENING OF THE AGRICULTURAL FAIR FOR TOMATOES

formance test for the first half of the year to examine the harvest and state of crops studied and grown at the Anseong R&D Complex. Items inspected on that day were radishes, cabbages, onions, tomatoes, and melons. Researchers, salespersons, and markets gathered together to observe whether the crops were being cultivating normally and whether there would be problems for releasing them into the market, while meticulously examining future directions for research and cultivation. They further discussed the state of cultivation in farms throughout the country to take the time to closely grasp the changes of the market environment.

安城研究园区实施上半年组合性能鉴定

6月19日, THE KIBAN实施上半年组合性能鉴定, 检查安城研究园区研究培育的作物整体收获状态, 确认成果. 当天进行鉴定的品种包括萝卜、白菜、洋葱、番茄和甜瓜等. 研究员、营销人员、市场人员齐聚一堂, 仔细检查是否在栽培过程中正常显现出每种作物的特性, 以及在进军市场方面是否存在问题等, 深入探讨了今后的研究和培育方向. 此外, 还针对全韩国农户的栽培情况分享意见并进行讨论, 全面细致地掌握市场环境变化.

OPENING OF THE AGRICULTURAL FAIR FOR TOMATOES

In light of the tomato harvesting season from May to June, THE KIBAN held a fair to present the varieties of

tomatoes that were cultivated as a trial project at farmhouses in Gangwon-do Province, Jeollabuk-do Province, and Jeollanam-do Province. In order to introduce the superiority of the tomato varieties and grasp the strengths and weaknesses of the cultivation processes at these locations, THE KIBAN continually examined the cultivation processes in the farmhouses and held teaching projects. This agricultural fair introduced the fully ripe Redpia tomatoes, the TY Charmant tomatoes, the Pink Star tomatoes, and the TY Item cherry tomatoes. The fairs were held at Sinbuk-eup, Chuncheon-si and Geunnam-myeon, Cheorwon-gun in Gangwon-do Province, Gyebuk-myeon, Jangsu-gun in Jeollabuk-do Province, and Hwangnyong-myeon, Jangseong-gun in Jeollanam-do Province. Researchers specializing in breeding, salespersons, and the Vice General Manager of marketing at THE KIBAN attended the event to answer questions about the cultivation processes, soil, and harvesting processes that were asked by visiting farmers and employees of Agricultural Technology Centers. Farmers who visited the harvesting site and tasted the crops gave favorable reviews of the tomato varieties and responded positively to taking part in cultivating the tomatoes.

举办农户示范栽培番茄品种品评会

适逢5月至6月番茄收获季, THE KIBAN在江原道、全罗北道和全罗南道的农家举办了示范栽培番茄品种的现场品评

会. 为了宣传品种的优秀性并掌握栽培过程的优缺点, THE KIBAN积极检查农户栽培情况, 长期进行指导教学. 此次品评会分别在江原道春川市新北邑、铁原郡近南面, 全罗北道长水郡溪北面和全罗南道长城郡黄龙面举办, 主要面向熟透番茄品种和圣女果品种, 前者包括红色PIA、TY魅力、粉红明星, 后者则是TY单品. THE KIBAN的育种研究员、营销人员、市场营销部部长亲自前往现场, 众多农民和农业技术中心员工也到访周边农户, 就栽培过程、土壤和收成进行了问答. 活动当天, 农民们不仅亲眼了解了收获现场, 还亲口品尝了收获的番茄, 对THE KIBAN的番茄品种赞不绝口, 表示会积极参与栽培.



1. Visitors who were having a good time at the Multiple themes photo zone agreed to model for us on site. The classroom decorated with a chalkboard and desks became more spirited with the presence of visitors. Multiple themes photo zone is a place that is made complete with visitors. 在有模有样照相馆度过欢乐时光的游客当场变身为现场模特. 游客的到来使得用黑板和书桌装点的教室更具活力. 因游客的存在而完美, 这里是有模有样照相馆.
2. The faces of the Cucurbitaceae Team of THE KIBAN beam with smiles before the ripe, yellow Korean melons. We look forward to the honey-like sweet Korean melons, which were produced by the farmers' hard work, being successfully be delivered to the tables of consumers. 黄澄澄的甜瓜已经成熟, (株)THE KIBAN葫芦科组员工的脸上也充满了喜悦之情. 是他们的辛劳令甜瓜充满了香甜, 期待通过农户的双手传递至消费者的餐桌之上.