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SPECIAL THEME

SAFETY FIRST

For Everyone's Safety

Due to COVID-19, the "safety" has become the value to be first considered and the standard of behavior. Small and big changes took place in our daily life as the safety became the priority in every field including policy, industry, economy, and education. We are making efforts together. Citizens are complying with the personal disinfection rules, such as distancing in daily life and wearing a mask. Companies are developing the technologies for protecting the hygiene and safety. The power of unity may continue even if we see the end of the pandemic.

为了所有人的安全

在此次新冠疫情的影响下,“安全”不仅成为了首要考虑的价值,也成为了行动守则的标准。政治、产业、经济、教育等方方面面都以安全为首位,大大小小的变化深入到我们的日常生活。市民贯彻落实保持生活距离、佩戴口罩等个人防护守则,企业致力于开发守护卫生和安全的技術,每个人作为防疫网的一部分,都坚守在自己的位置上,齐心协力发挥稳固的连接作用。即使大流行病结束,团结之力仍将会继续传承。



An Era Where Everything Converges Into Safety

By Chae Son-ae

一切都与安全 挂钩的时代

文字_蔡仙爱

1918, 2015, AND 2021

When people face a great accident that can be regarded as a disaster, they look back to the past and read through the history books. This is why the Spanish flu, which shook the world between 1918 and 1920, and MERS (Middle East Respiratory Syndrome), which spread rampantly in 2015, are mentioned again. According to the survey of Macromill Embrain in 2015, it is said, “Consumers will solve their social desires at home for the time being. It will become an era where people indirectly satisfy themselves through TV, etc.” It was not different from the situation we face today. When the government announced an end of MERS at the end of 2015, people began to follow YOLO (You only live once) culture, venting the stuffiness they felt until then. In compensation for enduring the infernal uncertainty for about seven months, people sought the “happiness of here and now” by going on a trip in 2016. Then, how will 2021 be? Could we see the V-shaped rebound as we did in 2016? First of all, when could we hear the end of COVID-19?

HOME, THE BUNKER OF SAFETY

Unlike MERS, which came to end after producing 186 infected patients over 217 days in 2015, COVID-19 has produced near 100,000 accumulated patients (as of March 2021) over longer than a year, with dark outlook. The infections in the local communities are incessant and the variants of COVID-19 continue to appear, which adds the uncertainty for the future. The anxiety and confusion over the COVID-19 vaccines, which are safe and effective but have been tested only for a short period of time, are still there. The importance of home is growing again as the outdoor activities of citizens are repressed. The image of home as a “space for relaxation” has been reinforced since 2015; the number of people who changed the interior of their home drastically increased compared to 2015.¹⁾ The sales of home appliances and furniture surged despite the economic stagnation due to COVID-19 and even during the off-season of summer.²⁾ People would have changed their home interior because it is outdated but more importantly because they spent more time at home. People probably fixed things that had been unpleasant to their eyes as they spent more time at home. They have decided to make more sanitary environment and a space for doing indoor exercise and working from home. Routine activities also made an important part of being at home. People answered that the indoor activities that were most increased after COVID-19 were watching YouTube, watching TV, surfing the Internet, and just lying down.

What is certain is that more people are improving the utility value of their home for a better environment while they are staying at home and an actual change for a psychological well-being. More people are giving feedback that they are having positive experiences (relaxation and introspection) at home. John S. Allen, an anthropologist of the University of Auckland, says this is a very important process for human and home is a “necessary

1918, 2015 and 2021

每次经历灾难级的大型事故时, 人类总习惯回顾历史, 翻阅史书。这也是为什么人们会再次谈起从1918年至1920年席卷全球的西班牙流感, 以及2015年肆虐的中东呼吸综合征(MERS)。据2015年当时Macromill Embrain的调查结果预测, “近期, 消费者将尝试在家中解决一切社会需求, 因此即将迎来通过电视等方式代理满足的时代”。与现在的情况可谓是如出一辙。而2015年末, 政府刚一宣布MERS疫情结束, 大众便提出“YOLO (You Only Live Once)”这一生活态度, 释放疫情期间“宅”在家里的憋闷感。在忍受了约7个月之久的令人厌恶的不确定性后, 作为对自己的一种补偿, 2016年人们便前往山间田野寻找“当下的幸福”。那么, 2021年又会怎样呢? 会像2016年一样出现“V型反弹”吗? 但, 在此之前, 新冠肺炎疫情到底什么时候结束呢?

安全庇护所, 家

2015年, 217天的时间里共出现186例确诊病例。而与MERS不同的是, 如今新冠肺炎疫情已经



space” for an overall homeostasis.

Most of all, people are more and more familiar with the safety of home. More people than expected are saying that fewer meetings with others due to the social distancing are good for them.³⁾ At this point, it seems a different situation will be unfolded from the V-shaped rebound, where people suddenly went outdoors to radiate their energy that was repressed for a short period of time as in 2016. It is more likely that home, as a safe bunker, will gain the authority as the space where people heal their body and mind against the difficulties that they face in the external world.

EXPERIENCES OF 2020 BECOME THE NEEDS OF 2021

The needs of consumers form from the experiences and deficiency in daily life and the market is generated by responding them. In the market from 2020 to 2021, where the situation of the pandemic has become the “new normal,” “safety” has become the essential consumer goods. Although humans are equal in front of diseases, their probability of being exposed to diseases is not the same.⁴⁾ As anxious people realized the difference in the environment can influence the safety, they wanted products and services that make not only their home but every space in which they stay safe by separating it from the outside. The clothing purifier, dishwasher, and humidifier were emphasized with or added with the disinfection function and the sales surged as well. The smartphone sterilizer, book sterilizer, and elevator sterilizer became the talk of the town and non-face-to-face technologies, including delivery robots, made headline. These technologies become the actual disinfection network for the physical space and things and the psychological defense network for anxious minds. In the age where everything is converging into the safety, we adapt ourselves to the new reality and prepare for the post-COVID-19 era using the technologies.

持续超过1年, 累计确诊病例近10万(截至2021年3月), 而对疫情的展望依旧不乐观。社区感染不断, 新冠病毒持续变异, 未来的不确定性无限增大。新冠疫苗虽然安全有效, 但因验证时间短, 引发担忧和混乱不可避免。随着市民外出活动的减少, 家变得越发重要。

家作为“休息空间”的形象自2015年后再次得到强化, 实际改变家装比例较之2015年, 已经达到了爆发性水平¹⁾。虽然2020年疫情导致了经济停滞, 但每年夏季都属于淡季的家电、家具销量却一路飙升²⁾。决定家装的背景虽然不排除设施陈旧这一原因, 但更重要的契机当属在家中度过的时间变长了。平时就在意的事情, 如今更是显得“碍眼”, 忍不住想要做点什么。既然如此, 干脆就配合疫情时代, 打造一个更加卫生的环境, 还能方便开展必不可少室内运动或居家工作等生产活动。不起眼的琐碎日常成为了宅生活的重要部分。和新冠疫情前相比, 增加最多的室内活动当属“看YouTube”“看电视”“上网”“干躺着”。可以肯定的是, 为了居家期间能够享受到更好的环境和心灵上的安宁, 越来越多的人开始谋求实质变化, 换句话说就是提高家的使用价值。而从家中得到的休息和反思等积极反馈的经验同样与日俱增。奥克兰大学神经人类学家约翰·S·艾伦教授解释称, 这一过程对人来说至关重要, 所以家是为达到整体内稳定(Homeostasis)的“必需空间”。

最重要的是, 大众逐渐熟悉家中的安全感。为保持社交距离, 聚会一减再减, 而对此拍手叫好的人要比我们想象中多很多。³⁾由此可见, 2016年的V型反弹是大众在经受短期压抑后, 为宣泄情感而涌向户外, 但是此次将会出现截然不同的情景。家作为安全堡垒, 可以有效恢复承受外界压力的身心, 也正因如此, 加大了其获得空间权威的可能性。

2020年的经验成为2021年的需求

消费者的需求源自日常生活的不足和经验, 在应对需求的过程中形成市场。从2020年转入2021年, 在大流行病本身成为“新常态”的市场, “安全”成为了必需消费材料。疾病面前人人平等, 但暴露在疾病之中的概率却并不平等,⁴⁾环境的差异会直接影响安全。深知这一切的人们因为内心的不安, 会将家, 乃至停留的所有空间与外界彻底隔离, 迫切需要可能最大程度创造安全的产品和服务。

在原有的洗衣机、洗碗机、加湿器, 强调或添加杀菌功能后, 销量也翻了几番。手机杀菌机、书籍消毒机、电梯杀菌机成为了热门话题, 配送机器人等零接触技术也被接连报道。这些技术不仅是物理空间和物体的实质防疫网, 也为民众不安的内心筑起了一道心灵防御网。在万物与安全挂钩的时代, 我们正在准备借助这些技术适应全新现实, 应对后疫情时代。

- 1) A survey related to home interior (August 2020) Macromill Embrain Trend Monitor
- 2) Let's play at home during COVID-19 pandemic... Surge in sales of home appliances and furniture of department stores in off-season of summer, The Seoul Shinmun, September 8, 2020
- 3) A survey related to the changes in living patterns due to COVID-19 (3rd round) (October 2020) Macromill Embrain Trend Monitor
- 4) Kim Nan-do, 2021 Consumer Trend Insights, Miraebook Publishing, 2020.

- 1) 家装相关调查(2020.08.), Macromill Embrain Trendmonitor
- 2) “新冠宅家”增多, 夏日淡季百货商店家电家具销售激增, 《首尔新闻》, 2020.09.08.
- 3) 受疫情影响的生活模式变化相关调查(第三轮)(2020.10.), Macromill Embrain Trendmonitor
- 4) 4. 金兰都, 《大韩民国流行趋势2021》, 未来之窗, 2020。

Chae Son-ae A director of Content Business Department of Macromill Embrain, an online research company. Chae was the panel of “MBC Radio, tangible economy” and the host of “TBN Radio Chae Son-ae's 2017 Trend Korea” and is a co-author of Reading the Consumers' Mind in the Republic of Korea that Recommends Anxiety and Trend Monitor (2015–2021).

蔡仙爱 线上调查专业企业Macromill Embrain的内容事业部总部长, 曾作为《MBC广播·掌中经济》的嘉宾、《TBN广播蔡仙爱的2017潮流趋势大韩民国》板块的主持人活动, 合著有《劝导不安的大韩民国, 解读消费者的心理》《趋势监控》(2015-2021) 等。



V-Guard to Ensure Safety and Security

Soon & Soo Antibacterial V-Guard of the Architecture & Technology Team 1, NOROO Paint & Coatings Co., Ltd.

Full disinfection cannot be attained through personal efforts such as wearing a mask, frequently washing hands, and avoiding contact. Disinfection requires cooperation by all and also technology. NOROO Paint & Coatings Co., Ltd. released the first antivirus paint of Korea, “V-Guard,” in February, which was tested on the COVID-19 virus and verified to kill viruses. The V-Guard, which helps with disinfections in everyday life, will create safer environment while securing consumers.

更安全、更放心 V-卫士为您守护

纳路涂料股份有限公司建筑技术1组纯&秀抗病毒V-卫士

防疫不能只靠佩戴口罩、勤洗手、避免接触等个人的努力,而是需要所有人的合作和技术。纳路涂料股份有限公司在韩国率先使用新冠病毒进行试验,最终于2月推出消杀效果得到验证的抗病毒涂料“V-卫士”。有助于生活防疫的“V-卫士”给空间增添一份安全,让消费者更放心。

POWERFUL DISINFECTION EFFECT WITH V-GUARD

The Coronavirus is known to spread through respiratory droplets by the infected individual. The droplets are known to spread through the air and through contact with surfaces, and the virus stirs up greater fear as it can survive up to four days on the surfaces of objects. The virus remains alive up to one day on corrugated cardboard, fabric, and wood; up to two days on glass; and up to four days on stainless steel and plastic. In order to disinfect all spaces that might be contaminated, spray-type sanitizers are used, but according to the Ministry of Environment, spray-type sanitizers can spread the virus in the air and expose the human body to the virus through respiratory organs and therefore, is not recommended. The most certain way to disinfect an area is to wipe surfaces two times with fabric moistened with sanitizer or clean water, but this is a difficult task in areas frequented by people. Destroying Coronavirus from surface areas within a short period of time is a must-solve problem.

The Architecture & Technology Team 1 of NOROO Paint & Coatings, which develops architectural paint and paint for interior walls, quickly took on the task of developing an antibacterial paint early last year to solve such problem. If the virus were to be destroyed to prevent spreading through surface contact, this would positively help with disinfections. After one year of research and thorough verification, the Soon & Soo Antivirus V-Guard was released in February. V-Guard can destroy the virus quickest from among all other antivirus paints that have recently been released, and it is the only product that has been verified to directly kill the Coronavirus.

QUICK AND EFFECTIVE ANTIVIRUS EFFECTS

Assistant Manager Kim Cheol-woo and Assistant Manager Seo Won-pyung of Architecture & Technology Team 1 chose V-Guard's greatest advantage as “shortened time.” “Similar products in the market require six to twenty-four hours for the virus to be com-

V-卫士构筑防疫“铜墙铁壁”

众所周知,新冠病毒的主要传播路径是确诊患者的飞沫。飞沫会通过空气和表面接触传播,特别是新冠病毒在物体表面的存活时间最长可达4天,进一步加重了大众的恐惧心理。在瓦楞纸、布和树木等材质上,病毒的生存时间最长是一天;在玻璃上是两天;而在不锈钢和塑料上足足有四天之久。因此,为了对说不定何时就会通过某些路径遭到污染的空间进行消毒,越来越多的地方选择喷雾消毒。而环境部并不推荐使用这种方法,因为喷雾消毒反而会将病毒释放至空气中,再通过呼吸道进入





PROTECTING SPACE WHILE ADDING SECURITY

When asked about the happiest part of their product development process, the two answered, “When the antivirus test performance report for V-Guard was revealed.” “We were very happy to finally see the positive results on the antivirus test. It was a meaningful moment to see the product in its exclusive design.” The two assistant managers explained more about V-Guard. “V-Guard is water soluble paint, which means that it has less toxic heavy metals and smells. It is also an all-purpose paint that can be used on concrete, plaster boards, mortar cement, indoor woods, alkyd/lacquer walls. It can be used by anyone, and we hope that more consumers will use this product and stay safe.”

NOROO Paint & Coatings plans to develop antivirus transparent coatings and industrial paints as well. It is expected to take some more time for COVID-19 to disappear completely and there are also warnings that pandemics like the COVID-19 will continue to break out in the future. In a time when safety comes first, NOROO Paint & Coatings’ V-Guard and antivirus paints will protect and add safety to space as one of the best measures for disinfection.



pletely destroyed. However, 99.4% of the Coronavirus that made contact with V-Guard lose its viability within thirty minutes. This effect lasts up to five years after painting.”

Thorough and complete destruction of viruses has been verified, which is a strong point of V-Guard. “General products have verified antibacterial and antifungal effects, but our product completed tests in four items, including the Coronavirus and the Influenza A virus, and received performance results for the tests. Other antivirus paints tested viruses similar to COVID-19, but V-Guard was tested with the Coronavirus and certified by the Global Disease Control Lab of the KR Biotech for guaranteed results.”

V-Guard’s strong suit of “reduced time” and “guaranteed results” were crucial factors of the development process. Team members strived together to quickly release the product amid the COVID-19 pandemic and completed the process of selecting raw material and repeated testing for better results. The raw material selected after numerous tests is “Guardiant®” by the US’ Corning Incorporated.

“Guardiant® is a paint additive developed with high-grade technology using glass-ceramic technology, and copper ion is stably ejected for five years to destroy viruses in all conditions and of all types such as enveloped/non-enveloped viruses and wet/dry viruses. This is also a raw material that is officially registered with the United States Environmental Protection Agency (EPA) with certified safety.”



人体。最有效的方法是轮番使用用消毒剂浸泡过的布和用净水浸泡过的布擦拭物体表面。但要想对人来人往、反复接触的所有物体表面进行不断擦拭，根本是不可能的事情。难道就没有即使沾染新冠病毒，也可以快速消杀的方法吗？

纳路涂料建筑技术1组肩负开发建筑用内外部涂料和装潢涂料的重任，为了解决这一问题，他们从去年年初便迅速着手进行抗病毒涂料的研发工作。如果可以自主消杀病毒，防止表面接触传播，就可以切实有效地帮助防疫。在经过一年多的开发过程和全面验证后，最终于2月推出纯V-秀抗病毒V-卫士。在近期上市的多款抗病毒涂料产品中，V-卫士不仅是消杀病毒时间最短的产品，也是唯一一款通过验证，证明可以直接消杀新冠病毒的产品。

快速切实的抗病毒效果

建筑技术1组的金澈佑代理和徐源平代理认为V-卫士最大的优点是“缩短时间”。“市场上同类产品的病毒消杀时间最短6小时，最长24小时。但是，接触V-卫士的新冠病毒可在30分钟内失去99.4%的生存力，并且其效果可在粉刷后持续5年。”

对消杀效果进行的准确完美的验证也是V-卫士产品的优势。“普通产品仅对抗病毒和抗霉菌效果进行检验，只有V-卫士这款产品完成了包括新冠病毒、甲型流感病毒在内的四项验证，并取得了试验报告。其他抗病毒涂料只使用非新冠病毒的类似病毒进行试验。而V-卫士是在专业检测机构——KR BIOTECH疾病控制研究所直接使用新冠病毒进行试验，结果更加准确。”

V-卫士具备的“缩短时间”和“切实效果”这两大特点在产品开发阶段也是非常重要的要素。为了在新冠肺炎疫情大流行的情况下尽快推出产品，组员们齐心协力，为取得优秀效果，从选定原料到测试，不断检验，力求完美。终于在经过无数次测试后，决定了最终原料，那就是美国康宁公司的“Guardiant®”。

“Guardiant®是一种涂料添加剂，主要使用凭借高度化技术开发而成的微晶玻璃技术，5年期间稳定析出铜离子，在病毒有无包膜、湿式或干式等所有类型及条件下提供相同的病毒消杀效果。该原料已在美国环境保护局EPA正式注册，安全性也得到了验证。”

守护空间更安心

在被问到产品开发过程中最开心的时刻，两个人都选择了“收到V-卫士抗病毒试验报告的时候”。“抗病毒结果很理想，我特别高兴。当产品被装进专门设计的包装桶时，别提多欣慰了。”两个人还进一步对V-卫士进行了说明。“因为是水性涂料，不仅没有有害重金属和味道，还适用于混凝土、石膏板、水泥砂浆、室内用木材、醇酸漆/旧涂层的多用途涂料。可操作性强，任何人都可以轻松上手。希望消费者可以多多使用，享受安心生活。”

纳路涂料今后将继续开发抗病毒透明涂料及工业用涂料。根据预测，新冠疫情完全结束还需要一段时间。甚至有警告称，此次疫情结束后，还会继续出现类似的大流行病。如今安全至关重要，纳路涂料的V-卫士和抗病毒涂料将成为助您守护空间、安心生活的一流防疫措施之一。



V-Guard, a Bodyguard that Protects the School

Yongnam Middle School in Gyeryong-si and V-Guard

Every new product, even though it has outstanding quality and effects, faces a psychological barrier in the market. To overcome the barrier, NOROO Paint & Coatings ("NOROO") pursued application in an actual environment with the release of V-Guard. Among multi-purpose facilities, offices and schools, Yongnam Middle School became its first target.

保护学校的 安全卫士, V-卫士

鸡龙市龙南中学和V-卫士

新产品的质量和效果再好, 市场依然会因为新事物而产生心理壁垒。纳路涂料为打破这一阻碍, 在正式推出V-卫士时, 积极开展现场应用。适用对象包括各种公共设施、办公室和学校, 而鸡龙市的龙南中学成为了首个应用现场。



BE NOROO, BE V-GUARD

New product settles in the market with a number of cases of application and this is especially true for products with a new function. Product reliability is enhanced as the product is inspected through several cases, whether: no issue is found during the application procedure; how the results came out; and there were trials and errors. Accordingly, the Marketing Team of NOROO contacted several clients to introduce V-Guard before it was fully released. Yoon Yeo-jun, the CEO of Daehan Construction Co., who was planning to paint Yongnam Middle School in Gyeryong-si (Chungcheongnam-do Province), took the initiative in using V-Guard.

"Daehan Construction Co. has been using only NOROO Paint for more than 40 years. We know what NOROO aims for and the functions of their products. That's why we trust them. Just when I was interested in V-Guard after reading an article on their website, I was personally introduced about the product, in which I immediately decided to use it. It would be reliable to use an anti-virus paint for a school that is facing a new semester."

Yoon then explained the functions of V-Guard to the faculty of Yongnam Middle School and helped them understand the product. "The president of the school, who worried about the safety of students, felt relieved after verifying the reliability of V-Guard with the certificates, test results, and outcome report of V-Guard." Yoon also expressed how relieved he was with the product. "If V-Guard were released at the initial stage of the COVID-19 pandemic, I would have been doubtful about it as there are several products out there which are manufactured hurriedly following the trend. However, I never doubted V-Guard because although it took time to finally make the product, it was tested for several times to ensure safety and reliability. NOROO did what they had to do as a company that puts safety as their top priority."



Copper ions in V-Guard destroy the viral envelope of viruses and penetrate into them, until they are finally killed. Copper ions are eluted for at least five years unless the film of the paint is damaged.

V-卫士所含铜离子通过破坏病毒包膜, 侵入病毒内部的方式杀灭病毒。在不破坏涂膜的情况下, 该铜离子可稳定析出长达5年。

不负NOROO盛名的V-卫士

新产品要想在市场拥有一席之地, 必须有一定的应用实例。特别是具备新功能的产品更是如此。产品需要通过多个实例检验在应用过程中是否存在问题、结果如何, 以及是否有操作失误, 从而积累消费者对产品的信任。为此, 纳路涂料营销组在产品正式上市前便与多方接触, 大力宣传V-卫士。当时, 大韩盛业公司正准备对忠清南道鸡龙市的龙南中学进行粉刷作业, 其代表尹汝俊经过几番了解后最终决定选择使用V-卫士。

"大韩盛业公司是纳路涂料的特约店, 在过去40多年的时间里只使用纳路产品。我们十分了解纳路产品的宗旨和性能, 也始终信任纳路。看到纳路涂料官网的V-卫士报道后就产生了兴趣, 后来听了介绍, 就决定使用这款产品。开学在即, 为学校粉刷抗病毒涂料可以更确保安全。"

尹汝俊代表还通过全面说明, 帮助龙南中学了解V-卫士的功能性。"担心学生安全的校长也在看到V-卫士的权威认证书、试验报告和结果报告后放下了心。"尹汝俊代表对此表示十分理解, "如果该产品是在新冠疫情刚刚流行时上市, 我也会有所担忧。因为有很多产品都是蹭热度、赶进度。但是这款产品已经经过了相当长的一段时间, 接受了各种测试, 因此值得信任。纳路涂料始终将安全放在首位, 而这款产品绝对是一款不负纳路盛名的产品。"

除了功能性外, 尹汝俊代表还对V-卫士的操作给予了高度肯定。"遮盖性强且易于涂刷, 淡淡的蛋壳光泽看起来非常高端。可以充分感受到纳路为这款产品倾注了大量心血。"

从学生、学校到社区

纳路涂料大田分店的方锡汉课长称大韩盛业公司是"新品先





Yoon said not only has V-Guard outstanding functions but also ensures convenience. "It has high hiding power, which made the painting process easy, and it shows a delicate luster just like one big eggshell. I could feel that the product was developed after going through much deliberation and considerations."

STUDENTS, SCHOOLS, AND LOCAL COMMUNITIES

Bang Seok-han, the section chief of NOROO Daejeon Branch, calls Daehan Construction Co. an "early adopter." "Yoon believes that more functional paints should be developed in the future. He is fast in adopting new products as an early adopter, and feels responsible for ensuring the safety of public as he mostly paints schools and public facilities."

In this era of where safety at schools is crucial, Bang feels relieved with the launching of V-Guard. "Although every corner and place require strict disinfection, we should particularly focus on the safety at schools. I hope using V-Guard with Daehan Construction Co. will become a safety fence not only for the students but also the school and local community."

Yoon predicts that V-Guard will be widely used in the future. "An acquaintance of mine also painted the walls of his coffee shop with V-Guard after I introduced it to him. Aside from excellent colors, mold resistant, and pollution control, I believe NOROO has added another element to their marketing strategies, which is anti-virus. As V-Guard has the most required function amid the pandemic, it is expected that every school, public facility as well as citizen will be interested in V-Guard in the future."



V-GUARD, A BODYGUARD OF YOURS

The COVID-19 pandemic has made us perceive everyday life that we took for granted in a whole different way, and everyday life includes "school." As students were restricted to go to school, their progress of learning slowed down, which resulted to complaints among students. They couldn't benefit from social interactions between each other, while for some other students, not going to school meant no more lunch time and being doomed in a poor home environment. Thus, we must open the future to let the students go to school as many days as possible, which makes the safety at schools more important. This is why we need V-Guard at school.

Following Yongnam Middle School covered and protected with V-Guard, the headquarters of Medyssey, a medical device manufacturer in Chungcheongbuk-do Province, Lotte World in Jamsil (Seoul), and Eomji Daycare Center in Yongin were painted with V-Guard as well. V-Guard, which kills 99.9% of not only COVID-19 virus but colon bacillus and staphylococcus aureus, is playing an active role as a bodyguard in places where safe environment is required.



The special function of V-Guard increases resistance against germs and viruses at every facility including hospitals, kindergartens, daycare centers, commercial facilities, and even regular houses.

V-卫士的特殊功能适合提高医院、幼儿园、托儿所、普通住宅和商业设施等所有空间对细菌和病毒的抵抗力。

锋"。"这家公司一直把功能性产品当作涂料发展方向。作为新品先锋,接受新产品的速度非常快。因为常对学校、公共行政机关施工,因此可以感受到在安全方面极强的责任感。"

在学校安全至关重要的当下,方锡汉课长也对V-卫士的出现感到欣慰和欢迎。"虽然说所有地方都是防疫一线,但其中学校应该是竭尽全力确保安全的地方。希望与大韩盛业公司共同完成的V-卫士粉刷作业,可以成为守护学生、学校,乃至社区安全的围墙。"

尹汝俊代表预测今后会有更多地方使用V-卫士。"我一个经营咖啡厅的朋友在听完我的介绍后,也使用V-卫士对咖啡厅的墙面进行了施工。除了出色的色彩,以及防霉、防污染等效果外,如今纳路涂料又多了一个宣传点,那就是抗病毒功能。V-卫士具备新冠疫情中最迫切需要的功能,我相信今后不光是学校、公共行政机关,就连普通人也会关注这款产品。"

V-卫士,化身安全卫士

新冠肺炎让我们重新思考平时想当然接受的日常。而这日常中也包括"学校"。无法上学不仅会影响学习进度,还会引发学习不平等问题,阻碍学生的社会相互作用,甚至还会导致有些学生吃不上午饭,被困在艰难的家庭环境中。此次疫情让我们从另一方面看到了上述种种问题。因此,即使在大流行病肆虐的情况下,增加到校日也是必须要考虑的方案,学校的安全也变得更加重要。这就是学校需要V-卫士的原因。

继龙南中学利用V-卫士为学校建起一层保护膜后,忠清北道的医疗设备生产企业Medyssey总公司、蚕室乐天世界、龙仁拇指托儿所等也陆续选用V-卫士进行施工。除新冠病毒外,V-卫士还对大肠杆菌、金黄色葡萄球菌等具有抗菌性,杀菌率高达99.9%,在需要安全环境的所有地方发挥着安全卫士的作用。



Creating a New Market With Sikkens!

Automotive Refinish Paint Team 4 of NOROO Paint & Coatings Co., Ltd.



Last year, NOROO Paint & Coatings Co., Ltd. concluded an agreement with the global paint enterprise, AkzoNobel, for exclusive sales rights in Korea and set out to take the paint market by storm with the premium refinish paints for imported cars in partnership with the high-end, global automotive refinish paint brand, Sikkens. Members of Automotive Refinish Paint Team 4, who united for a new project involving the import and sales of Sikkens products and the NOROO Technical Training Center (NTTC), officially began its activities based on individual expertise.

Sikkens打造的全新市场!

纳路涂料股份有限公司汽车修补漆4组

去年, 纳路涂料与国际涂料企业阿克苏诺贝尔签订韩国国内独家销售权, 依靠世界汽车修补漆市场的顶尖品牌Sikkens, 开始进军韩国进口车高端修补漆市场。为负责Sikkens的进口、销售以及纳路技术教育院等新事业而专门成立的汽车修补漆4组, 每一位组员以各自的专业能力为基础正式开展工作。

Joo Hong-Seok 朱烘爽, Lee Sang-In 李相仁, Park Chul-Jin, 朴澈镇, Park Tae-Soon 朴太淳, Kwon Jin-Seon 權珍鲜, Lee Chang-hyup 李昌協



MEETING BETWEEN THE GLOBAL BRAND AND NOROO

“Automotive Refinish Paint Team 4 can be seen as a new business team. It has been newly formed for the two new projects involving Sikkens and the NTTC, which was selected as an organization for the Consortium for HRD Ability Magnified Program,” says Deputy General Manager Park Chul-jin. Automotive Refinish Paint Team 4 is composed of six members: Deputy General Manager Park Chul-jin and Assistant Manager Park Tae-soon who are in charge of overall marketing as well as sales and business with Sikkens; Manager Lee Sang-in and Assistant Manager Joo Hong-seok in charge of technical services; and Manager Lee Chang-hyup and staff member Kwon Jin-seon who operate the NTTC.

“Being one of the top three global brands in the automotive refinish paint market with a history of over 220 years, the brand Sikkens of AkzoNobel has somehow struggled to survive in the Korean market. Sales strategy and distribution network were far from enough compared to its superior quality.” According to Deputy General Manager Park, Sikkens showed a sales rate in the Korean market that was lower than that of Sri Lanka, which has a much smaller market in scale, before its partnership with NOROO Paint & Coatings. The partnership between Sikkens and NOROO Paint & Coatings was inevitable as Sikkens needed a broader distribution network and NOROO Paint & Coatings aimed to take over the imported car market with a premium brand.

“The automotive refinish paint of NOROO Paint & Coatings has the leading Korean market share and is primarily used on domestic cars. Eighty percent of cars on the road are domestically produced, but the sales of imported cars is also gradually increasing. The colors of domestic cars cannot compare with the variety of colors of imported cars. There are hundreds of color combinations, and the brand that produces all these colors is Sikkens.” For this reason, NOROO Paint & Coatings with an excellent distribution network, high-quality technical services, and an advanced training system and the global premium brand decided to work hand in hand.

AUTOMOTIVE REFINISH PAINT MARKET FOR IMPORTED CARS BROADENED WITH SIKKENS

Sikkens’ superiority continues to remain remarkable even in ICT services. Assistant Manager Joo complimented the web color combination service of AkzoNobel, which is outstanding in terms of accessibility, convenience, and stability compared to similar services offered by other global enterprises. “A color identification and search program is offered in Korean on the cloud-based website, MIXIT. The program allows accessibility from all devices at anytime and anywhere while the elaborate algorithm helps accurately execute operations.” The quality of the products is also exquisite. Manager Lee and Assistant Manager Joo explained, “It has



全球品牌与NOROO的相遇

“汽车修补漆4组称得上是新兴事业组。因为它是专门为Sikkens和入选国家人力资源开发联盟事业运营机构的纳路技术教育院这两项新事业组成的团队。”次长朴澈镇对此进行了说明。汽车修补漆4组共有6名成员, 分别是全面负责Sikkens采购、销售和市场的朴澈镇次长和朴太淳代理、负责技术服务的李相仁课长和朱烘爽代理、以及负责运营纳路技术教育院的李昌协课长和权珍鲜职员。

“Sikkens作为拥有超过220年历史的阿克苏诺贝尔公司的旗下品牌, 是世界汽车修补漆市场的Global Top3品牌。但唯独在韩国市场难以推广。因为与其卓越的品质相比, 销售能力和销售网络相对薄弱。”据朴澈镇次长介绍, 在与纳路涂料合作前, Sikkens在韩国市场的销量还远不及市场规模极小的斯里兰卡。Sikkens迫切需要覆盖面更广的销售网络, 而恰好纳路涂料有意通过高端品牌进军进口车市场, 两个品牌之间的合作是必然的。

“纳路涂料的汽车修补漆在韩国国内市场占有率排名第一, 主要用于国产汽车。虽然在韩国道路上飞驰的汽车中有80%是国产车, 但进口车的销量也在逐渐增加。进口车的颜色配方达到数百万种, 其颜色之多是国产车无法相提并论的。而拥有所有颜色的品牌就是Sikkens。”销售网络密集、拥有高水平技术服务和最新培训体系的纳路涂料就这样遇见了全球高端品牌。

利用Sikkens拓宽进口车修补漆市场

Sikkens的卓越性在IT服务领域同样出众。朱烘爽代理评价称, 虽然其他跨国企业也提供类似服务, 但在接近性、便利性和稳定性方面, 阿克苏诺贝尔的网络调色服务更为出色。“云





C R E A T I N G T O G E T H E R



excellent concealing power and it even dries quickly. There are also specialized functional products as part of their subdivided product lines. For example, there is a humidity-setting product that dries paint without the need for heat. This type of paint is necessary for electric cars, which can explode when heat is inflicted on the vehicles. The brand is also certified by almost all global vehicle makers, which allows for supplies to be made to official imported cars service centers in various markets.”

Sikkens has high-priced products and has many special products, thus requiring skilled technical services. “Sikkens is used on supercars such as McLaren. There is even a separate information booklet about painting methods for individual color. It requires familiarity, training, and practice before the actual painting.” Manager Lee continued, “The paint colors used by McLaren are flown in from the UK through real-time orders unlike other paints that are generally imported by ships. Therefore, the products are sold at very high prices and require outstanding painting techniques.” The place where the services and training for these techniques take place is Automotive Refinish Paint Team 4 of NOROO Paint & Coatings.

CREATING SYNERGY THROUGH A COLLECTION OF DIVERSITY

Through the partnership with NOROO Paint & Coatings, the market shares of Sikkens in the Korean automotive refinish paint market for imported cars is expected to rise sharply. “Sikkens is sold at 160 NOROO Paint & Coatings agencies that specialize in automotive refinish paints around the country to increase consumer accessibility and awareness. Among them, 50 agencies specialize in Sikkens. We plan to approach the domestic automotive refinish paint market with WaterQ and Sikkens.”

Deputy General Manager Park expressed anticipation with his resolution. “The total number of years of experience by the members of our team is about 70 years. We’re a team made up of diversity and expertise with my sixteen years of experience, twenty-one years’ experience by Manager Lee Chang-hyup, fifteen years’ experience by Manager Lee Sang-in, eleven years’ experience by Assistant Manager Joo Hong-seok, six years’ experience by Assistant Manager Park Tae-soon, and our new staff member Kwon Jin-seon. I expect that new projects that address overseas brands and educational consortium projects will create a great synergy in the future.”

Just as Sikkens and NOROO Paint & Coatings will create a synergy, Automotive Refinish Paint Team 4 with talented individuals will surely lead the market. We look forward to the future of the automotive refinish paint market that will change through their teamwork.

基础网站MIXIT目前还提供韩文版的色彩识别和检索软件。无论使用何种设备都可以随时随地轻松访问, 精确的运算有助于更加准确地开展作业。”

产品的优秀品质更是毋庸置疑。李相仁课长和朱烘爽代理解释说, “产品的遮盖力强, 干得快。详细分类的产品系列还有特色功能性产品。例如, 无需加热就可以干燥的湿度固化型产品。对于电动汽车来说, 加热可能会引发爆炸, 因此需要这类涂料。因为几乎持有所有全球汽车制造商的认证, 因此该产品可以给进口车的官方服务中心供货, 应对各类市场。”

CREATING TOGETHER
sikkens



The market is paying close attention to the launch of Sikkens products by NOROO Paint & Coatings. Automotive Refinish Paint Team 4 plans to devote their energy to all areas, including color chips, brochures, technical support, seminars, and training, to increase awareness and sales of Sikkens products.

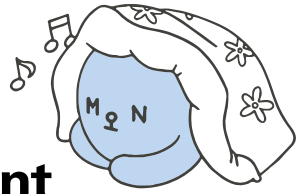
纳路涂料的Sikkens产品一经推出, 便得到了市场的高度关注。汽车修补漆4组计划在色卡、宣传手册、技术支持、研讨会和培训等各个方面全力以赴, 提高Sikkens的认知度和销售规模。

Sikkens价位高且有多种特殊产品, 因此熟练的技术服务必不可少。“跑车迈凯伦也使用Sikkens, 甚至还为每种色彩准备了不同的涂装方法说明资料。对此需要熟练掌握, 进行培训, 涂装时也需要先进行练习。”李相仁课长补充说明道, “有别于海运过来的一般涂料, 迈凯伦使用的色漆是实时订购后从英国空运进口的产品。自然售价高且需要超强的涂装技术。”负责该项技术的服务和培训的正是纳路涂料汽车修补漆4组。

多样性形成协同效应

据预测, 与纳路涂料的合作可以有效帮助Sikkens快速提高在韩国进口汽车修补漆市场的占有率。“韩国的160余家纳路涂料汽车修补漆专营代理店都有销售Sikkens产品, 消费者接近性和认知度都在逐渐提高。其中50家代理店还被指定为Sikkens专营店。纳路计划通过WATER Q和Sikkens全面应对韩国国内汽车修补漆市场。”朴澈镇次长在表达决心的同时, 还提出了对未来的期望, “我们全组人的经验年数总和大概是70年。我是16年、李昌协课长21年、李相仁课长15年、朱烘爽代理11年、朴太淳代理6年, 还有一名新入职的权珍鲜员工。可见, 在组员构成方面充分考虑了多样性和专业性。正因如此, 我相信在领导开展海外品牌和培训联盟事业等新事业方面, 今后一定会形成极大的协同效应。”如同Sikkens和纳路涂料的相遇会形成协同效应一样, 王者汇聚的汽车修补漆4组一定会在市场上创造出显著的上升效果。我们对他们齐心协力铸就的汽车修补漆市场的未来充满期待。

Healing Through Coloring Coloring With NOROO Paint



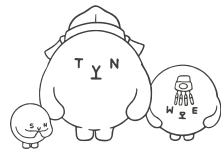
NOROO Paint X tvN "Joy at Home Coloring Book"

NOROO Paint & Coatings Co., Ltd. prepared an event in collaboration with tvN, the entertainment channel of CJ E&M, to help people spend a joyful time at home during the COVID-19 pandemic. In this event, NOROO Paint & Coatings made the coloring books under the theme "Joy at Home," distributed them through Instagram, and selected those who did the coloring well to give presents. The event was to help people directly feel the beauty of colors and the joy of coloring.

用涂色来治愈 色彩则选择纳路涂料

纳路涂料 X tvN《快乐居家涂色书》

纳路涂料股份有限公司与CJ E&M的娱乐频道tvN联名举办活动, 为疫情中的宅生活增添一份乐趣。本活动以“居家乐趣”为主题制作涂色书, 通过Instagram赠送给体验者, 向从中评选出的涂色王赠送礼物, 目的在于让体验者亲身感受色彩的美好和涂色的快乐。



ALL JOY OF HOME

The beginning was "home." As people spend more time at home due to COVID-19, they make use of time at home while watching TV, reading books, cooking, and working on DIY interior project. Jamie Jung, a Manager of Digital Marketing Team of NOROO Paint & Coatings, planned the event of "Joy at Home Coloring Book," coming up with an idea that the coloring book will turn the time spent at home into the healing time and the boredom and lethargy into immersion and concentration. With the expectation that if the two brands both related to the "joy of being at home" collaborate, they can provide people with a new experience, Jung planned the coloring book and suggested the collaboration to tvN. "NOROO Paint & Coatings is the representative brand that first comes to mind of people when they decorate their home; tvN is the channel that I personally enjoyed watching when passing time at home. I thought it would be a great idea if the two brands work together to give enjoyment to people who spend time at home under the theme of "home." As a result of the collaboration, various cultural activities at home were included in the coloring book. "We made two versions of 'Joy at Home.' The NOROO Paint & Coatings version included the space of daily life. As you choose a paint at a NOROO Paint & Coatings store and paint living room, bathroom, kids room, and terrace with the colors you have chosen, the same joy can be felt with this coloring book. People who are exercising at home and companion animals were reflected in this book as well as the latest interior trend. The tvN version actively used the cute characters and composed four seasons spent at home. Writing a New Year's card, home camping and water play in summer, making an astronomical observation on the Great Full Moon Festival, and decorating Christmas Tree in winter — all these things in daily life were depicted vividly." This year's color by Pantone and major images of the style book were inserted in between the coloring designs to help users choose colors. The tvN friends, the channel's characters, were placed in distinctive postures here and there. The "Joy at Home Coloring Book" was completed with a quality comparable to that of commercially available coloring books as it used thick paper and made in generous size.

NOROO × tvN



居家的所有乐趣

以“家”为起点。受疫情影响, 居家时间越来越长, 人们努力通过看电视、阅读、烹饪、DIY装饰等方式积极享受居家生活。纳路涂料数字营销组丁淳美代理是此次《快乐居家涂色书》活动的策划人, 她认为这本书有助于将宅家时间变为治愈时光, 用投入和集中打发无聊和乏味。丁淳美代理坚信利用“在家中体验乐趣”这一共同点将纳路涂料和tvN两个品牌向结合, 可以创造出全新体验, 因此, 她策划了涂色书, 并向tvN提议联名合作。“纳路涂料是当我打算装饰‘家’时最先想到的代表品牌, tvN则是我在家时最喜欢看的一个频道。我想若两个品牌能够结合, 以‘家’为主题, 为‘宅’在家中的人们送上一份欢乐, 一定会非常有意思。”

通过两个品牌的联名合作, 富含多种“宅文化生活”的涂色书就此诞生了。“《快乐居家》共有两个版本。纳路篇主要表现的是我们的日常生活空间。在纳路涂料卖场选择涂料, 粉刷客厅、洗手间、儿童房、阳台, 在这一过程中, 通过个人专属色彩享受装饰家的乐趣。同时还准备有宅家运动的人和宠物, 反映最新的装修潮流。tvN篇则更多地运用可爱的卡通形象, 按时间顺序将家中一年四季的日常生活生动地呈现出来, 如新年写贺卡、夏季在院子里进行露营和嬉戏、正月十五用望远镜观测天体、冬季装饰圣诞树等。



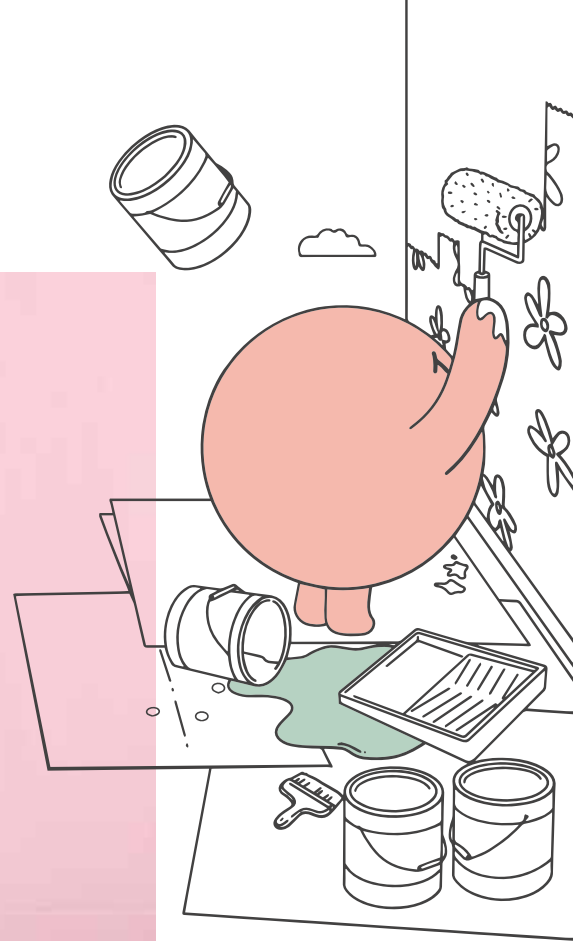


BEAUTY OF EVERY COLOR

"Joy at Home Coloring Book" was sent to 500 people who applied for the "Joyful Coloring Event" through Instagram channels of NOROO Paint & Coatings and tvN. The coloring book design is downloadable on the website of NOROO Paint & Coatings. In addition, NOROO Paint & Coatings planned and operated the "Online Painting Expert Contest" so that the content can spread while people freely boast their coloring results. People immediately started to post their colorings with stories. Every work was beautiful, either it is unskilled or experienced. Various stories were shared: people spending a joyful time with their children, realizing daily life they wanted through painting, and immersing themselves in painting without worldly thoughts. "We hope people could feel the joy of freely painting colors. Once they realize the power of colors, they would be interested in NOROO Paint & Coatings as well." The hope of Jamie Jung, who prepared this event, was realized through various colors.

JOY OF COLORING

Even those who haven't read The Adventures of Tom Sawyer, the novel of Mark Twain, would be familiar with the episode of painting by Tom Sawyer. Tom Sawyer was punished with the painting of long fence and he acts as if the painting is not a hard work but a joyful play. Thus, his friends pay money to do the job. His friends line up, willing to paint. When you fill the "Joy at Home Coloring Book," you will think, 'The friends of Tom Sawyer would have had fun. They would have felt their money was well spent even if they were fooled.' In fact, coloring is known to be effective in lowering stress and anxiety and positive self-awareness. It is also a recommended treatment for patients of dementia and depression. Because of this, Jung is considering about connecting this event with social contribution activities. "If we donate the coloring books to facilities or organizations, more people would feel the beauty and joy of colors. We will meet consumers with various collaborations and events in the future as well." Looking forward to the next event, we hope everyone who reads this article try coloring the "Joy at Home Coloring Book." It is, in short, a real fun!



另外, 为了在挑选色彩时提供帮助, 涂色图案之间还插入了潘通涂料今年的代表色和样本的主要图片等。tvN的卡通形象tvN FRIENDS也在多个地方呈现出充满个性的造型。宽大的尺寸加上足够厚的纸张, 在品质方面绝不亚于市面销售的任何一款涂色书, 这就是《快乐居家涂色书》。

所有色彩的美丽

我们利用纳路涂料和tvN的Instagram频道等举办了“快乐居家涂色活动”, 并向应征此次活动的500名参与者送上了《快乐居家涂色书》。另外在纳路涂料官方网站上也开放了下载涂色书图案的功能。后期还开展了“线上涂色王选拔大赛”, 方便参与者展示自己的涂色成果并进行广泛宣传。活动开始后, 人们便陆续通过Instagram上传涂色成果和自己的故事。无论是略显稚嫩的笔法, 还是展现惊人才能的画作, 所有人都表现出了自己独一无二的美丽。我们还同时收到了体验者不同的留言, 比如和子女度过了一段快乐时光、用绘画实现了理想生活、摒除杂念后陷入了画中风景等等。

“我们举办这场活动的初衷就是希望大家能够享受色彩, 在涂色的过程中体验快乐。在了解色彩的力量后, 便会发现纳路涂料和粉刷的乐趣。”五颜六色的色彩实现了为这场活动精心策划的丁淳美代理的所有希望。

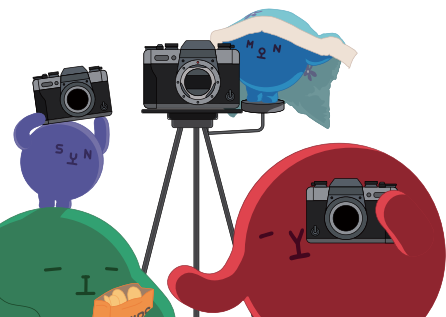
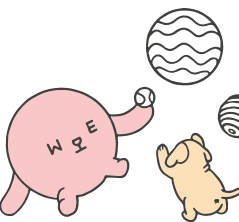
涂色的乐趣

即使没有读过马克·吐温的小说《汤姆·索亚历险记》, 也应该知道汤姆·索亚刷墙的故事。汤姆·索亚被罚刷一堵长长的墙, 他假装粉刷是一件非常有趣的游戏, 一点也不辛苦, 从而从朋友手中收钱, 将这件工作转让了出去。最终朋友们站成一排, 抢着为他刷墙。在涂《快乐居家涂色书》过程中, 我不禁产生了这样的想法: “汤姆·索亚的朋友们可真幸福啊。即使被骗也一点都不委屈。”众所周知, 涂色有缓解压力、减少内心焦虑、积极认识自我的效果。也是老年痴呆、抑郁症患者的推荐治疗法。因此, 丁淳美代理正在考虑将此次活动延伸为一场公益活动。

“将涂色书捐给社会或公益团体, 应该可以让更多人体验到色彩的美丽和涂色的乐趣吧? 今后还将为消费者提供更加丰富多彩的联名合作与活动。”让我们一起期待下一次活动。不过在这之前, 希望所有读到这篇文章的读者都能够一起涂一涂《快乐居家涂色书》。涂色的乐趣, 一定会让你乐在其中!

#즐거움앳홈

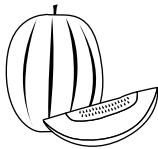
COLORING BOOK
by NOROO PAINT



Quality Fruit With Better Sweetness

THE KIBAN CO., LTD.'s Korean melons

Seongju is well known for its local specialty: Korean melons. The round yellow Korean melon characters found at the entrances and exits of service areas and expressways let visitors know that they are nearing Seongju-gun, a region that produces 70–80% of Korean melons. Producing more than 400 tonnes of Korean melons from around 4,000 farms, Seongju makes profits of KRW 5 billion every year from this yellow fruit. Fifty percent of Korean melon seeds in Seongju belongs to THE KIBAN. Let's meet Seongju's Korean melons that are grown from THE KIBAN's seeds.



更甜
更茁壮

(株) THE KIBAN甜瓜

在即将到达星州的路上, 到处都可以看到甜瓜的身影。服务区、高速公路入口和出口等地摆放的黄澄澄的圆甜瓜造型物告诉来往的车辆, 这里就是甜瓜产量占全韩国70-80%的星州郡。星州的四千余户农家一年的甜瓜产量超过400吨, 创收达5000多亿韩元。这里一半的甜瓜种子都是由THE KIBAN提供的。下面就让我们一起了解一下源自THE KIBAN种子的星州甜瓜吧。



FINDING THE BEST KOREAN MELONS

Boxes of Korean melons are unloaded from numerous trucks at a joint market in Seongju-gun. Sample boxes are opened, and auctioneers and wholesale dealers thread through the boxes to observe the Korean melons. The spacious joint market is quickly filled with the sweet smell of Korean melons. Finally, the auction begins. The voice of the auctioneer continues to resonate through the microphone, and the electric board changes continuously with unit costs and successful bid numbers. The successfully bid melons are sent out in trucks while new boxes of Korean melons continue to flood in. After 30–40 minutes of budding, a familiar name pops up on the electric board with the highest unit price



寻找顶级甜瓜

位于星州郡的集贸市场。从停放于各处的货车上卸下的甜瓜箱子整齐地摆放在一起。普普通通的箱子一被打开, 拍卖师和零售商忙碌的身影便穿梭于箱子间, 他们会调动自己的全部感觉观察甜瓜。宽敞的集贸市场很快便会充满甜瓜香甜的气息。终于到了竞拍时间。拍卖师如同施咒般的声音从麦克风中传出, 电子屏上不断变换着单价和中标编号。货车刚将中标的甜瓜送出去, 就又有新的甜瓜箱子排着队进来。三四十分钟后竞拍结束, 电子屏上出现了熟悉的名字, 同时写有此次中标金额中的最高单价。关注竞拍过程的THE KIBAN庆北分社营业组的朴孝琨代理不禁感叹道:“果然!”最高单价是使用THE KIBAN种子栽种甜瓜的刘汉相农场的甜瓜。

满足消费者喜好的THE KIBAN种子

“这里真的是认认真真、勤勤恳恳务农的地方。这里的甜瓜能拍到最高价绝非偶然。”朴孝琨代理向我们介绍了刘汉相农场。刘汉相农场位于距离集贸市场十几分钟的地方, 是农民刘永秀夫妇和儿子刘汉相共同经营的农场。身着工作服迎接采访记者的刘永秀夫妇从2000年开始种植甜瓜, 是拥有21年经验的甜瓜专家。他们只使用THE KIBAN的种子, 5000坪的土地上一年可生产七八千箱甜瓜。这里还和THE KIBAN共同开展了试栽植项目, 从“摸了蜜”“满口蜜”, 到去年推出的“第一蜜”种子, 均有涉猎, 绝对是名副其实的THE KIBAN甜瓜专业户。他表示选择THE KIBAN种子的原因是因为“消费者的喜好”。

“我生产的作物价格最终是由消费者决定的。辛辛苦苦栽种的作物想要收获一个好价钱, 这是无可厚非。要想做到这一点, 必须根据消费者的喜好进行栽种。THE KIBAN的甜瓜种子无论是肉质还是甜度, 都具有极高的商品性。‘满口蜜’色味俱全, 种植也十分方便。‘第一蜜’对种植条件要求极高, 但肉质和甜度比‘满口蜜’还要好。”刘永秀农民还信心满满地表示, 只要当天出货的甜瓜箱子里有“第一蜜”香瓜, 就绝对是顾客的口福!

In cold weather, water collects on vinyl at the bottom of the greenhouse. Farmer Ryo Young-soo place small Styrofoam pieces under the Korean melons to keep the fruit from rotting. Diligent hands, as well as good seeds, harvest Korean melons of the best quality.

天气寒冷时, 铺在大棚地面上的覆盖塑料膜上经常会积水。刘永秀农民会在甜瓜下安放小的泡沫塑料块, 防止甜瓜腐烂。优良品种加上细心培育, 缔造顶级甜瓜。





Korean melons blossom and bear fruit from February till September.
Natural bee pollination is used in warm weather,
but artificial pollination takes place before that.
Careful management is required in order to cultivate large and
satisfactory Korean melons such as controlling the number of flowers.

甜瓜自2月至9月一直处于开花状态的话就会结果。
天气温暖时，蜜蜂会帮忙传授花粉，但在此之前会进行人工授粉。
为了获得又大又好的果实，还需要细心管理，如调整开花个数等。



of the day. Assistant Manager Park Hyo-min of THE KIBAN Gyeongbuk Branch Sales Team, who had been watching the auction, quietly exclaims, “I knew it!” The Korean melon with the highest unit price is from Ryu Han-sang’s Farm where Korean melons are cultivated with THE KIBAN’s seeds.

THE KIBAN’S SEEDS TO SUIT CONSUMERS’ PREFERENCE

“Korean melons are carefully, diligently raised in his farm. There’s a reason why the Korean melons that grew in Ryu Han Sang’s farm are sold at the highest prices,” says Assistant Manager Park. The farm is located just ten minutes from the joint market, and is run by Ryu Young-soo and his son, Ryu Han-sang. Ryu Young-soo and his wife, who greeted the reporter in their work clothes, have twenty-one years of experience of growing Korean melons and use only THE KIBAN’s seeds to produce 7,000–8,000 boxes a year from a 5,000-pyong site (approx. 16,529 m²). The Ryu family have went through trial cultivations with THE KIBAN, and has produced First Honey Korean melons that were released last year following the releases of Bareun Honey and Alchan Honey Korean melons; it is

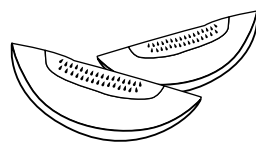
truly THE KIBAN-dedicated farm. Ryu prefers THE KIBAN’s seeds because of “consumers’ preference.”

“The prices of the crops that we grow are ultimately determined by consumers. It goes without saying that every farmer wants his/her crops to be sold at high prices. In order to achieve this, we need to farm to suit the preference of consumers. THE KIBAN’s Korean melon seeds have excellent quality, such as superior juiciness and sweetness. The Alchan Honey Korean melons are delicious and fine in color, and they are easy to farm. The First Honey Korean melons are a little trickier when it comes to farming, but its juiciness and sweetness are unparalleled.”

Farmer Ryu Young-soo said that the boxes of Korean melons shipped on that day contained First Honey Korean melons and affirmed that “Those who taste these melons are lucky!”

KILLING TWO BIRDS WITH ONE STONE WITH THE FIRST HONEY KOREAN MELONS

What type of variety is First Honey, which has higher juice content and sweetness than the extremely sweet Alchan Honey? THE KIBAN’s Korean Melon Research Team who was visiting the site in Seongju choose “disease resistance, juiciness, and sweetness” as the strong points of the First Honey variety.



“The most difficult disease to deal with in Korean melon farming is powdery mildew. Increasing disease resistance to powdery mildew can lead to blandness in taste, but the First Honey melons have all of disease resistance, while improving its texture and flavor at the same time.” THE KIBAN plans to continually offer guides on cultivation so that such strengths can be fully manifested. “There is no such thing as perfect variety. Genetic problems can be improved through breeding, and we will offer information regarding climate conditions and cultivation method that farms must deal with so that we can communicate and cooperate with farmers to create more valuable varieties.” Adding to the Research Team’s explanation, Assistant Manager Park showed his determination to publicize the Korean melons. “We could not hold fairs or seminars due to COVID-19, but we used online channels to constantly introduce our variety. Farmers personally purchased the First Honey melon seeds at agencies and gave us feedback on the sweetness and juiciness of the fruit. About 50% of Korean melon seeds in Seongju are managed by THE KIBAN. We need to work hard to continually receive positive feedback about our seeds and introduce more consumers to the First Honey Korean melons.” Farmer Ryo Young-soo also showed high expectations for the Korean melons. “We saw an increase in profit after growing Korean melons with THE KIBAN’s seeds. I hope that THE KIBAN will continue to make new and better seeds during my farming years.”

Thanks to their hopes and efforts, the Korean melons grew ripe this year as well. We hope that the Korean melons that sprout through the research and development of THE KIABN and ripen under the hands of Seongju farmers sweetly approach both Korean consumers and overseas markets.

两全其美的“第一蜜”

与香甜的“满口蜜”相比，在肉质和甜度方面更上一层楼的“第一蜜”到底是什么品种呢？我们正好遇到来星州查看当地种植情况的THE KIBAN甜瓜研究组，他们评选出的“第一蜜”品种的特点是“抗病性、肉质和甜度”。

“对于甜瓜农户来说，最难缠的就是白粉病。在这方面具有抗病性的品种，通常味道都不是太好。而‘第一蜜’最大的优点就是兼具抗病性、口感和味道。”THE KIBAN计划通过持续的栽培方法指导，确保充分发挥这一优势。“世界上没有完美的品种。我们会利用育种改善遗传问题，通过提供信息的方式向农民介绍气候条件、栽培管理等需要农户应对的部分。我们将坚持与农民交流合作，在未来创造更具价值的品种。”

继研究组后，朴孝珉代理也表达了在宣传方面的决心，“虽然受新冠肺炎疫情影响，未能进行品种评价会、专题研讨会等活动，但我们有充分利用线上频道不断宣传品种。正因如此，这里才会直接在代理店购买了‘第一蜜’种子，在甜度和肉质方面给予了极高的评价。星州甜瓜种子中近一半都是THE KIBAN种子。既然我们的种子获得了如此高的评价，我们也应该努力让更多消费者品尝到‘第一蜜’甜瓜。”刘永秀农民也抱以极大的期许。“使用THE KIBAN种子种植甜瓜后，收益也变好了。希望在我务农期间，THE KIBAN能够不断推出更好的新品种。”

众人的期望和努力凝聚在一起，使得今年的甜瓜依然颗颗饱满。甜瓜在THE KIBAN的研发下萌芽，在星州农户的培育下茁壮成长，除了韩国消费者，期待海外市场也能够品尝到这份香甜。

Temperature control is especially important during times like this year when there are big temperature differences.

像今年温差较大的情况，最重要的就是要特别注意温度管理等。



NEWS BRIEFING



NOROO HOLDINGS CO., LTD.

CHAIRMAN HAN YOUNG-JAE TAKES PART IN “CHILDREN’S TRAFFIC SAFETY RELAY CHALLENGE”

Chairman Han Young-jae of NOROO Group recently took part in the “Children’s Traffic Safety Relay Challenge” to prevent traffic accidents involving children and to promote a safe traffic environment. Started last December by the Ministry of the Interior and Safety and Ministry of Education, participants of this challenge shares the slogan that aims for a safe children’s traffic culture and nominates another participant to create national consensus. Chairman Han participated in the challenge after being nominated by Chief Executive Officer Kwon Kwang-seok of Woori Bank. After posting the related photo and message on his social media account, Chairman Han nominated Chairman & CEO Kim Young-jin of Handok, President Oh Chang-hui of the Global Tour and the Korea Association of Travel Agents, and Professor Lee Ji-man of Yonsei University School of Business.

In addition to Chairman Han’s participation in this challenge, NOROO Group has continued to promote the “Children’s Traffic Safety Relay Challenge” annually as part of the enterprise’s activities for social contribution. Last year, NOROO Group held the “Mural Campaign for Improving Awareness of Children’s Traffic Safety” with the Korean Transportation Safety Authority and Korean Red Cross.

NOROO控股股份有限公司

韩荣宰会长, 参与“儿童交通安全接力挑战赛”

近期, NOROO集团韩荣宰会长参与了为预防儿童交通事故、打造安全交通环境而举办的“儿童交通安全接力挑战赛”。本活动由行政安全部和教育部主办, 于2020年12月举行, 活动方式是参与者分享建设儿童交通安全文化的标语并指定下一位参加者, 旨在形成全体国民对预防儿童保护区域内交通事故的共鸣。韩会长由友利银行权光石行长推荐参与该活动, 在SNS上传相关照片和信息后, 指定接力参与者, 包括HANDOK会长金宁珍、世邦旅行及现任韩国旅游业协会(KATA)会长吴敬熙代表和延世大学经营学院院长李志满教授。除韩会长参与本次挑战外, 作为企业公益活动的一环, NOROO集团每年还会开展“儿童交通安全活动”。2020年, 携手韩国交通安全公团和大韩红十字会, 共同举办了“提高儿童交通安全认识的壁画活动”。



NOROO HOLDINGS CO., LTD. HOSTED THE 75TH ANNUAL SHAREHOLDER MEETING

The 75th Annual General Meeting of NOROO Holdings Co., Ltd. and the 15th Annual General Meeting of NOROO Paint & Coatings Co., Ltd. were held on March 26th at the NOROO Welfare Center at the Anyang Headquarters attended by shareholders and company staff members. At the General Meeting of Shareholders, the profit and loss report and net income, including the operating revenue and net income of the 2020 fiscal year, performance results of subsidiary companies and investees under the equity method, were reported. The balance sheet and statement of profits and losses regarding the company’s performances were approved along with the dividend of ordinary share and preference share of the statement of appropriation of earned surplus (tentative). Safety was prioritized at the General Meeting through full observance of the disinfection guidelines of COVID-19.

NOROO控股股份有限公司召开第75期定期股东大会

NOROO控股股份有限公司的第75期定期股东大会和纳路涂料的第15期定期股东大会于3月26日在安养总公司NOROO福利馆举行, 公司股东及员工出席了大会。本次股东大会发表了各公司2020年事业年度营业收益及本期净收益, 以及包括子公司及股权法下投资公司的实绩在内的合并损益的销售额及本期净收益。此外, 通过了反映公司成果的资产负债表和利润表。同时, 分别通过了利润分配表(案)的普通股和优先股相关的分配内容。本次股东大会严格遵守新冠肺炎疫情相关防疫守则, 大会期间始终将防疫安全放在首位。

NOROO PAINT & COATINGS CO., LTD.

NEW PRODUCT AIMING FOR LAYERED HOMES LAUNCH OF THE “SOON & SOO” ALL COVER PAINT

Keeping in pace with the trending “layered home” concept in the post-COVID-19 era, NOROO Paint & Coatings Co., Ltd. launched the “Soon & Soo All Cover” paint — a highly functional, multipurpose water-based paint that can be used on various spaces. Living up to its name, the “Soon & Soo All Cover” paint is a groundbreaking product that can be painted over interior and exterior surfaces of buildings, steel, nonferrous metals, lumber, PVC (plastics), concrete, cement, sandwich panels without the need for separate primer.



纳路涂料股份有限公司

瞄准多功能住宅的新产品 “纯&秀”全面上市

新冠肺炎疫情后, 出现了“多功能住宅(Layered Home)”这一全新居住潮流。为配合这一流行趋势, 纳路涂料推出可满足各类空间需求的高功能性万能水性漆“纯&秀 All Cover”。“纯&秀 All Cover”顾名思义, 无需底漆, 是可以直接在建筑内外部、钢材、非金属材料、木材、PVC(塑料)、混凝土、水泥、三合板等任何地方使用的划时代产品。受新冠肺炎疫情影响, 人们在室内度过的时间变长, 担负家庭办公室、家庭健身房、家庭露营等各种角色和功能的“多功能住宅”装潢走俏, 但这也让很多人因复杂的空间或为房屋改造进行装修而感到力不从心。“纯&秀 All Cover”就是在对此类消费者需求进行研究后找到的终极答案。一款涂料产品可以轻松应用于建筑内外部, 非常适合多功能住宅装潢。因为这是一款高功能性新产品, 无论是老旧的外墙、钢材、木材家具、阳台水泥墙壁、塑料椅子或非金属用品, 还是壁纸和装饰线条等各种空间和材料都能够粉刷。在粉刷底漆、石膏底料等涂料前, 无需“下涂”作业。色彩的显色力和附着性强, 超越了单纯地根据需求打造空间, 该产品可以通过赋予空间风格, 展现自己的喜好和个性。另外, 纳路涂料还为这款产品添加抗菌、抗霉菌功能, 保护空间免受有害物质影响, 将安全性提升至最高水平。HB标志是对建筑材料的有机化合物放射强度进行评级的团体标准认证标志。本产品已获得HB标志最优秀等级, 以及环保认证。经验证未检出对人体有害的重金属, 并且未添加有害塑化剂和BTX(苯、甲苯、二甲苯), 是一款值得信赖的产品。纳路涂料营销组负责人表示, “居家时间变长后, 享受空间的文化也随之发生改变。纳路涂料专注于这种变化, 推出只需用一款涂料就可以在任何地方自由粉刷的划时代产品。希望大家能够通过“纯&秀 All Cover”把住宅打造成彰显家庭风格的空间, 实现梦想的生活方式。”

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