

NOROO

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ESG, 成为全新指标

Viewfinder PREPARING FOR A BETTER FUTURE
NOROO PAINT & COATINGS SUSTAINABILITY REPORT
迎接更美好的未来纳路涂料可持续发展报告



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SPECIAL THEME

ESG for a Sustainable Tomorrow

ESG, short for, “environment, social, and governance” is more than just the main subject within the industry. It is also a company's survival strategy and necessary activity for the sustainability of the planet and mankind. Its process, which changes the company's strategy from finance to non-finance and from performance to value, can be said to be a great shift from capitalism. Only those companies that transform with this great shift will be sustainable and have the capabilities in making a sustainable future for all.

为实现可持续发展的未来, ESG

ESG是以环境(Environment)、社会(Social)、公司治理(Governance)这3个词的英文首字母组成的经营概念, 现今不再只是业界的话题, 而成为了企业的生存战略, 是为实现人类和地球可持续发展的必要活动。从财务到非财务、从成果到价值, 转换企业战略的过程可说是资本主义的巨大转变。只有与大转变一同改变的企业才能创造可持续发展, 创建可持续发展的全人类未来。





ESG Becomes the New Standard ESG, 成为全新指标

Larry Fink, chairman of BlackRock, the world's largest investment management corporation with a working capital of USD seven trillion, wrote in his 2018 annual letter, "Sustainable growth is possible only when companies contribute to society and evenly distribute profits to all its stakeholders, including shareholders, employees, customers, and local communities."¹⁾ He has since publicly reiterated his commitment to investing in sustainability. On their website, BlackRock advertises integration of ESG factors into their investment process. BlackRock is not the only corporation taking this step. Globally, the amount of ESG investment has tripled in the past eight years. Rebecca Henderson, author of Reimagining Capitalism in a World on Fire, said, "Companies that change with the world reap huge profits. If we don't change capitalism, we will become even poorer than we are today."²⁾ ESG, which creates a new standard for capitalism, is recently becoming more significant, demanding change from all companies in the market. ESG is an acronym that stands for "environment, social, and governance." It is a non-financial indicator that shows how eco-friendly a company's production process is, how much a company participates in solving social problems such as human rights, and whether a company has a transparent and fair management structure, as well as the intent to invest in such companies that satisfy these criteria. It has been long since the importance of the environment, society and corporate responsibility were emphasized, and companies have been implementing ethical, environmental, and sustainable management by reflecting CSR (corporate social responsibility) standards. However, these non-financial activities cannot be measured or quantified, making it difficult to reflect its effects on the corporate value under capitalism's strict evaluation standard that prioritizes the "maximization of shareholder's value." ESG is changing this situation.



NOROO contributes to urban renewal using its paint products and is continuously expanding its ESG activities. The photo shows the ongoing mural project that uses NOROO paint in one of Busan One Asia Festival 2021's urban renewal projects.

NOROO不仅运用涂料帮助城市再生,也持续扩大ESG活动。照片为2021年釜山同一个亚洲文化节城市再生项目中,运用纳路涂料进行壁画创作的情景。

运营资产达7万亿美元的世界最大金融资产管理企业贝莱德集团董事长拉里·芬克,在2018年年度总结中表示,“企业必须向社会展现积极贡献的态度,并向股东、职员、顾客、社区等所有利害关系人平均分配利益,才能实现可持续发展。”¹⁾此后,他也多次公开强调对于可持续发展性项目的投资意向。贝莱德集团的官网也发布了会将ESG要素整合到投资流程中的公告。ESG不仅获得贝莱德集团的关注,甚至在全球,ESG投资规模在近8年内已增加了3倍。《哈佛ESG经营课程资本主义大转变》的作者瑞贝卡·亨德森表示,“与世界一同转变的企业将获得巨大收益。若不转变资本主义,我们将比现在更贫穷。”²⁾赋予新资本主义标准的ESG近来更加快速崛起,对市场中的所有企业提出了变化的要求。

ESG是环境、社会、公司治理这三个词英文首字母的组合,是一种非财务性指标,旨在体现企业生产过程是否贴近环保、是否解决人权等社会问题、是否拥有透明公正的经营结构;ESG同时也体现了对这种企业投资的意向。环境和社会的重要性及针对于此的企业责任论早已公诸于世,企业也必须反映社会责任(CSR, Corporate Social Responsibility),进行伦理经营、环境经营和可持续发展性经营。然而过去,由于这些非财务行动未能定量、量化,在“股东价值最大化”的资本主义固有评价标准下,很难反映到企业价值上。而这种情况正由ESG进行改变。

ESG对于企业的目标和成果评价标准不再是“股东价值最大化”,而是“所有利害关系人的长期利益追求”。所有利害关系人包括顾客、职员、供应商、地区社会、股东等。此外,通过GRI、ISO-26000、UNSDGs等指南,企业活动可以用规范化、制度化、量化的指标进行评价。随着评价标准的制定,可算出投资价值,许多投资机构也对此予以重视,ESG也藉此得以快速发展。

这种转变源自从原先只考量股东资本的股东资本主义,转换到扩大考量环境和社会影响为资本的投资视野。在股东资本主义中,企业只以销售、利润和股价来得到评价,然而在此过程中环境遭到破坏、气候异常、自然灾害增多。因此,各国政府的管制也逐渐增加,气候变迁也造成了经济损失。消费者针对社会问题的态度也产生了变化。MZ世代既是企业的新进人力,也是新兴消费层,不仅重视公正性、人权、环境,对引起社会争议的企业也积极展开抵制运动。因为以权压人、贬低女性的言论等导致股价下跌、CEO退出的企业也不足为奇。在追求利益方面,企业如果失去透明度和道德性,长期下来将遭受巨大损失的结果也十分常见。美国的安然事件就是典型的例子。投资者为获得稳定的收益,逐渐要求企业实践可持续性发展。因此,全世界2000多家全球资产运营公司和年金基金等机构投资者,在联合国2006

In terms of ESG, the goal of a company and its performance evaluation criterion is not the "maximization of shareholder's value" but the "pursuit of long-term interests of all stakeholders." Here, stakeholders include customers, employees, suppliers, local communities, and shareholders. In addition, corporate activities oriented for this goal can be evaluated with standardized, institutionalized, and quantified indicators through guidelines such as Global Reporting Initiative (GRI), ISO-26000, and UN Sustainable Development Goals (SDG). As evaluation criteria was established, the investment value could be determined, and as many investment institutions laid stress on it, ESG became more important.

Such changes resulted from looking at factors outside investment. The shareholder capitalism, which only took into account the shareholders' capital has shifted perspectives and considered environmental and social factors as part of their capital. In shareholder capitalism, companies were evaluated solely based on sales, profits, and stock prices. However, global government regulations gradually expanded with the worsening of environmental degradation, abnormal natural disasters, and economic losses engendered by climate change. Consumer attitude towards social issues have also changed. The MZ generation, a new generation of companies and new class of consumers, values fairness, human rights, and the environment, and actively boycotts companies that perpetrate social problems. It is not difficult to call out companies whose stock prices have fallen and CEOs being expelled due to controversies over abuse of power or derogatory comments about women. It has also been confirmed over and over again that if a company loses transparency and morality in pursuing profits, it consequently suffers great losses in the long run. The Enron Corporation scandal in the United States is one example. Investors have come to demand sustainable growth of companies in order to at least gain stable profits. Accordingly, more than 2,000 global investment management corporations and institutional investors such as pension funds around the world signed the Principles for Responsible Investment (PRI) announced by the United Nations in 2006 and began to reflect ESG in their investments.

The term ESG was officially proposed in 2005 when the United Nations Global Compact (UNGC) resolved to establish a global initiative for socially responsible investment. As a result, the United Nations Principles for Responsible Investment (UN PRI) was settled in 2006, and the number of companies that signed gradually increased. In Korea, 11 companies including the National Pension Service (NPS) have joined so far. In 2020, NPS announced that it would increase ESG investment by 50%, and the reason behind this was an upward adjustment of the ESG investment value by the UN PRI.³⁾ The guidelines and criteria for ESG evaluation are also gradually developing. Founded by American environmental groups and the United Nations Environment Program (UNEP), GRI first announced a sustainability reporting standard of the same title in 2000 and continued developing it. Now, more than 15,000 organizations around the world are publishing sustainability reports according to the GRI guidelines. The International Organization for Standardization (ISO) also announced in 2010 ISO-26000, a global guideline for ESG practices, including governance, environment, human rights, and fair trade. The UN SDGs, which consists of 17 goals and 169 targets resolved by the UN General Assembly in 2015, to be achieved by 2030, are also major indicators of ESG evaluation. The international standards established by Sustainability Accounting Standards Board (SASB), a non-profit organization that was founded in 2011, is the most used criterion together

with GRI, when linking ESG to financial performance. SASB's Materiality Map is an important resource for identifying key issues within each industry. In order to raise the ESG rating, companies must quantify their ESG activities with specific and clear evidence, focusing on relevant industries and related issues presented in the ESG issues and guidelines. Above all, the top management should lead the way in linking the company's core business and ESG activities, putting "execution" as the main goal, in order to create an honest report. The time has come for companies to prepare and continuously update authentic ESG practices and transparent reports in order to be incorporated into the new order of capitalism. Increasing corporate value is inevitable but it is also important to keep in mind what Rebecca Henderson said... "the world on fire is threatens the survival of all companies."⁴⁾

年发表的责任投资原则(PRI)上署名,开始在投资上反映ESG议题。ESG一词是2005年联合国全球契约组织(UNGC)决议针对社会责任投资设立全球倡议时所正式提出。其后,联合国责任投资原则(UNPRI)于2006年制定,签署该原则的企业逐渐增加。韩国则有国民年金等11家公司签署该原则,2020年国民年金宣布将ESG投资增加到50%,其基础是因UNPRI上调ESG投资加权值。³⁾

ESG评价指南及标准也在逐渐发展。2000年,由美国环境团体和联合国环境规划署(UNEP)主导设立的GRI首次发表同名的可持续发展性报告标准,并持续开发标准。全球1.5万多个组织也根据GRI指南发行了可持续发展性经营报告书。2010年,国际标准化组织(ISO)也发表了为实施公司治理、环境、人权、公平交易等ESG的全球指南ISO-26000。2015年,联合国大会发布的UNSDGs(可持续发展目标Sustainable Development Goals),即截至2030年达成17个目标、169个具体目标,也是评价ESG的主要指标。2011年成立的非营利团体SASB(可持续发展会计准则委员会)将ESG与财务成果串联后所制定的国际标准,也与GRI一同得到广泛运用。SASB的“重要性地图”是掌握各行业核心问题的重要资料。

为了提高ESG等级,企业应集中关注这些ESG议题和指南中的相关行业、论点,以具体明确的根据,将企业的ESG活动数值化。最重要的是,只有以“实践”为目标,以最高经营层为主轴,将企业的核心事业和ESG活动串联,才能创造出一份充实的报告。为了融入资本主义的新秩序,企业应准备并持续更新真正的ESG实践和透明化的报告。提高企业价值本为重要,但必须考量如瑞贝卡·亨德森所述,“炽烈的世界威胁着所有企业的生存可能性。”⁴⁾

1), 4) Henderson, Rebecca. (2021). Reimagining Capitalism in a World on Fire, Across.
2), 3) From Concept to Practice of ESG." (2021). The Korea Economic Daily.

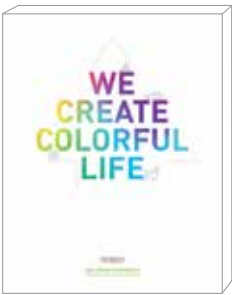
1), 4) 《哈佛ESG经营课程资本主义大转变》,瑞贝卡·亨德森, 2021
2), 3) 《从韩国经济MOOK ESG概念到实务》,韩国经济新闻, 2021

Preparing for a Better Future

NOROO Paint & Coatings Sustainability Report

迎接更美好的未来

纳路涂料可持续发展报告



NOROO Paint & Coatings released their 2020 Sustainability Report on its website in May 2021. NOROO Paint & Coatings is preparing for the future ahead of time with this report, detailing its systems for sustainability, such as business areas, financial and non-financial performance, governance; as well as implementation systems, such as air pollution and human resource management, and prioritization of customer value. Reviewing the contents of NOROO’s 2020 Sustainability Report will help us understand its preparations.

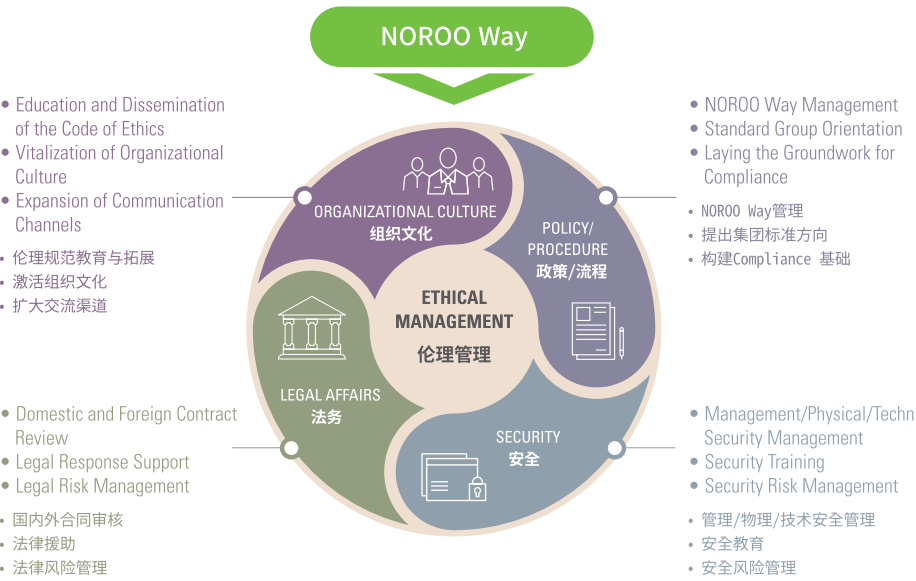
纳路涂料于今年5月通过官网公布了“2020可持续发展报告”。这份报告详细阐述了包含纳路涂料的事业领域、财务性和非财务性成果、公司治理等可持续性发展的情况, 以及大气污染管理、人力资源管理、顾客价值优先等实践体系, 并藉此为纳路涂料的未来做准备。让我们通过“2020可持续发展报告”中包含的部分内容来了解一下吧。

NOROO WAY AND ETHICAL MANAGEMENT TOWARDS SUSTAINABILITY

可持续发展的NOROO Way与伦理管理

NOROO Paint & Coatings' sustainability management system was built and implemented through NOROO Way's ethical management; a value system based on 76 years of history. NOROO Paint & Coatings' ethical management is a strategy for all its executives and employees towards achieving sustainable management.

纳路涂料的可持续发展以凝聚了76年成长经历的价值体系——NOROO Way为基础的伦理管理而进行构建并实践。为实现可持续发展, 纳路涂料的伦理管理是与所有职员携手进行的策略。



VALUE/ETHICS EDUCATION REFLECTING UN SDGS

反映UN SDGs的价值/伦理教育

NOROO Paint & Coatings provides education that reflect the UN SDGs to cultivate ethical awareness among its employees and establish an ethical management culture. NOROO Paint & Coatings conducts education on sexual harassment prevention, improving awareness of persons with disabilities, and harassment prevention in the workplace for all employees to protect their rights and encourage diversity. Various environmental education and emergency response trainings are also available to prioritize environmental values and safety of local communities. Safety and health education is also regularly provided to maintain a safe working environment and keep employees healthy.

纳路涂料实施反映UN SDGs的教育培训, 藉此培养成员的伦理意识, 并确立伦理管理文化。纳路涂料为保护人权及尊重多样性, 以全体职员为对象, 进行性骚扰预防教育、残疾人认知改善教育、职场霸凌预防教育, 并持续进行各种环境教育和紧急事态应对训练, 以确保环境价值和社区安全的优先实践。此外, 为维持安全的工作环境和职员个人的健康, 也定期进行安全保健教育。

Results of Value/Ethics Education 价值/伦理教育实绩

Goals 目标	2016~2018	2019	2020
Offline	2,145	1,108	24
Online	-	-	352
Results	2,145	1,108	376

ETHICAL MANAGEMENT WITH BUSINESS PARTNERS

NOROO Paint & Coatings applies the code of ethics to its relationship with its partners and stakeholders. NOROO Paint & Coatings evaluates protection of employees' human rights and the level of ethical management when selecting business partners. The review for contract renewal also includes these criteria. It holds meetings with partners to share its philosophy and direction of ethical management, re-emphasizing its importance by distributing the ethical management code of conduct and confirming consent to comply. There is also a company evaluation through an inspection on compliance according to the code of conduct. In addition, NOROO Paint & Coatings builds fair and reasonable relationships with partners and strengthens mutual trust through ethical management, strictly punishing any unethical solicitation.

合作企业伦理管理实践

纳路涂料在与合作企业的关系中也适用伦理规范。我们在选定合作企业时, 会将合作企业的劳工人权或伦理管理水平纳入选定标准, 通过定期评价反映在续约审查中。我们也会召开合作企业实务座谈会, 共享纳路涂料伦理管理的理念和目标, 通过发布伦理管理行动纲领及承诺守规同意书, 再次强调其重要性, 并通过调查合作企业是否有遵守行动纲领来实施企业评价。此外, 将通过彻底处置合作企业的反伦理性委托等伦理管理, 建立公正合理且相互信赖的关系。

ENVIRONMENT AND SAFETY, QUALITY AND SOCIETY THROUGH ENVIRONMENTAL MANAGEMENT AND QES-INTEGRATED MANAGEMENT

NOROO Paint & Coatings is pursuing sustainable growth by establishing environmental management policies throughout its production and business areas. Moreover, its organization includes departments for company-wide decision-making and business promotions. NOROO Paint & Coatings is developing its environmental management by establishing an effective system that identify and control risk factors that affect the environment, health, safety and quality in all stages including product development, design, production, transportation and service through the QES (Quality, Environmental, Safety & Health Management) integrated management manual.

兼顾环境、安全、质量和社会的环境管理和QES综合管理

纳路涂料在整体生产与事业上树立环境管理政策, 并组成全企业决策组织和实务推进组织, 以追求可持续发展。纳路涂料通过QES(Quality, Environmental, Safety & Health Management, 质量、环境、安全)综合管理手册, 在包括产品开发、设计、生产及运输与服务在内的所有阶段, 树立可掌握和管理可能对环境、保健、安全、质量造成危险因素的有效体系, 同时也发展环境管理。

REDUCTION OF AIR POLLUTANT EMISSIONS THROUGH CLEAN TECHNOLOGY

通过清洁生产减少大气污染物排放量

Environmental Goals and Results 环境目标与实绩

	Goals 目标	Results 实绩
1	Reduction of process waste (liquid waste paint) 减少工程废弃物（废弃液态涂料）产生	1% reduction in liquid waste paint compared to previous year 废弃液态涂料产生量较去年减少1%
2	Reduction of the use of raw/subsidiary materials and boosting recycling 降低原料/辅料使用量及加强回收利用	- 1% reduction in production process - 60% recycling rate of liquid waste paint - 生产工序浪费最小化减少1% - 废弃液态涂料回收利用率达60%
3	Greenhouse gas reduction 减少温室气体排放	- 1% reduction in electric unit - 1% reduction in LNG unit - 电气基本单位减少1% - LNG基本单位减少1%

NOROO Paint & Coatings installed 5-ton and 10-ton low NOx boiler to reduce air pollutant emissions. Low NOx burner controls the temperature and oxygen concentration during combustion, and recycles the emitted heat to increase combustion efficiency, emitting less nitrogen oxide (NOx). As a result, the amount of NOx generated in 2020 was significantly reduced. In addition, the installation of concentrated RCO makes THC generated during the process processed with 95% efficiency, minimizing the generation of air pollutants. THC (total hydrocarbons) is a substance that creates particulate matters or photochemical smog as it generates secondary pollutants such as photochemical oxides through a photochemical reaction with ozone or nitrogen oxides in the air.

纳路涂料设置了5吨和10吨低氮氧化物燃烧器锅炉，减少了大气污染物的排放量。低氮氧化物燃烧器在燃烧时可调节温度及氧气浓度，回收利用排放出的热能，并提高燃烧效率、减少氮氧化物(NOx)排放。2020年Nox产生量也因此大幅减少。此外，还设置了浓缩RCO，以95%效率处理工序中产生的THC，也大幅减少了大气污染物的产生。THC(Total hydrocarbons)在大气中和臭氧或氮氧化物一同参与光化学反应，并生成光化学氧化物等二次污染物，是会生产可吸入颗粒物和光化烟雾的物质。



PHILOSOPHY AND POLICY ON SAFETY AND HEALTH MANAGEMENT

安全保健管理理念及方针

NOROO Paint & Coatings is making efforts in creating safe/accident-free workplaces by establishing and announcing its safety/health policies as the code of ethics and green management measures, posting them in offices to ensure the safety of its members based on their active participation. In addition, NOROO Paint & Coatings complies with KOSHA 18001 Occupational Safety and Health Management System (OSHMS) and continues to supplement and develop its system using the PDCA (plan, do, check, action) cycle. The overall health and safety management is supervised by the ESQM team, whose main tasks involve reviewing and responding to relevant laws, inspecting safety, diagnosing health, planning and training for emergency response, providing safety and health education, improving unsafe factors, and preventing safety accidents. It also reflects the safety management goals in the company-wide BSC, making all teams work together to establish accident-free workplaces.

纳路涂料为打造安全且无灾害的企业环境，将安全/保健政策制定为集团伦理规范及绿色管理方针，并公布给全体职员及所有下属企业，促进全体职员积极参与，以确保安全。此外，纳路涂料也构建KOSHA 18001安全保健管理系统，运用PDCA (PLAN, DO, CHECK, ACTION) 周期持续完善和发展系统。安全保健管理的所有业务则由ESQM小组负责，主要业务有相关法律研究及应对、安全保健检验及诊断、紧急事态应对计划及训练、安全保健教育、不稳定因素改善、安全事故防治活动等。同时，安全管理目标也会反映到全公司BSC，让所有小组能一同参与构建无灾害企业。

ENVIRONMENTAL EDUCATION AND EMERGENCY RESPONSE TRAINING

实施环境教育及紧急事态应对训练



NOROO Paint & Coatings complies with the Chemical Substances Control Act, the Clean Air Conservation Act, the Water Quality and Water Ecosystem Conservation Act, and the Wastes Control Act, and provides relevant education so employees can safely perform their work. Education is also offered on separate collection of wastes, management of pollutants prevention facilities, and process improvement, in an effort to minimize the company's impact on the environment. In addition, safety emergency drills are regularly conducted according to the pre-set scenarios to respond to emergencies such as fires, explosions, and chemical spills. NOROO Paint & Coatings is constantly striving to provide safe workplaces for its employees. For example, it is now participating in the VFS Relay Challenge led by the Ministry of Environment. VFS is an acronym for valve, flange and switch, and the campaign is to prevent chemical accidents through the careful use of these equipment. NOROO Paint & Coatings is thoroughly preparing to respond quickly, accurately, and calmly in any scenarios by repeating training for various situations because, in the event of an emergency, an early and prompt response can minimize the impact on the local community and loss of life.

纳路涂料为遵守化学物质管理法、大气环境保护/水质及水生态系统保护相关法、废弃物管理法等法规，并安全地执行业务而进行相关教育，为尽量降低环境影响，也在进行废弃物分类回收、污染物防止设施管理、工程改善等教育。此外，为应对火灾、爆炸、化学物质泄露等紧急事态，也提前制定预案，并定期实施训练。另一方面，纳路涂料近来也参与了环境部的“VALFS接力挑战赛”等活动，为创建安全的工作岗位持续努力。VALFS一词为阀门、法兰、开关的英文字母缩写组成，旨在加强留意这些附属设备的使用及预防化学事故的宣传活动。在发生紧急事态时，早期的迅速应对可最大限度减少对社区的影响和人员伤亡，为此，纳路涂料也模拟多种紧急情况并反复进行训练，以便在任何情况下都能迅速、准确、沉着地应对。

Results of Emergency Response Training 紧急应对训练实绩

Category 类别	Leakage 泄露	Fire 火灾	Emergency Evacuation 紧急避难	Blackout 断电	Emergency Relief 紧急救援	Heavy Rain, Typhoon 暴雨、台风	Total 合计
2018	28	40	2	6	4	0	80
2019	21	38	4	5	6	0	74
2020	32	29	0	6	4	1	72

Environmental Safety and Health Training 环境安全保健教育

Curriculum 教育课程	Department in Charge 教育主管部门	Time 教育时间	Date 实施日期	Etc. 备注
Training for new hires 入职教育	ESQM Team / applicable teams ESQM小组/相关小组	8 hours 8小时	As needed 随时	
Training when work manual is modified 工作内容变更时的教育	ESQM Team ESQM小组	2 hours 2小时	As needed 随时	
Special safety and health training 特别安全保健教育	ESQM Team ESQM小组	16 hours 16小时	As needed 随时	
Regular safety and health training 定期安全保健教育	ESQM Team / applicable teams ESQM小组/相关小组	6 hours / Quarterly 6小时/季度	Quarterly 季度	Production workers 生产岗位
		3 hours / Quarterly 3小时/季度		Office workers 办公室岗位
Training for managers 监管者教育	ESQM Team ESQM小组	16 hours / Annually 16小时/年	February 2月	
MSDS Education MSDS教育	ESQM Team / applicable teams ESQM小组/相关小组		August 8月	Handlers 相关劳工
Training on PSM (process safety management) 工程安全教育 (PSM)	ESQM Team / applicable teams ESQM小组/相关小组	Once a year 1次/年	May 5月	Applicable employees 相关人员
Safety training for partner companies 合作企业安全教育	ESQM Team / Partner Companies ESQM小组/合作企业	1 hour / Quarterly 1小时/季度	Quarterly 季度	Group training 集体教育
Special in-company safety training 公司内部特别安全教育	ESQM Team ESQM小组	1 hour / Quarterly 1小时/季度		Group training 集体教育
Training on harmful chemicals for employees 有害化学物质从业员教育	ESQM Team ESQM小组	2 hours 2小时	Annually 每年	Internet 网络
Training on harmful chemicals for handlers 有害化学物质处理者教育	ESQM Team ESQM小组	16 hours 16小时	2 2年	Group training 集体教育



KOREA'S FIRST ENERGY-SAVING TECHNOLOGY FOR THE PLANET

NOROO Paint & Coatings is developing energy-saving products, such as the nation's first energy-saving paints, to prevent global climate change and protect the environment. Energy Saver Cool Roof, the representative product, is a water-based waterproof paint for rooftops. It lowers the temperature of the existing concrete surface by more than 20°C and saves cooling energy through the high reflection effect that quickly radiates surface heat into the air using a special white pigment that reflects infrared rays. Energy Saver Cool Warmer provides insulation with simple construction, making a comfortable living space with the texture of paint that is cool in summer and warm in winter. In addition, various energy-saving products, such as urethane for steel (applied to various steel materials), concrete and mortar surfaces, flooring materials (prevent rise in temperature on roads), and coatings (applied to glass to prevent cooling load), are NOROO technologies that help in making a sustainable planet.



韩国国内首个地球节能技术

纳路涂料为防止地球气候变迁并做到环境保护,正在韩国率先开发可以节省能源的节能产品群。代表性产品“节能凉爽屋顶涂料”作为屋顶防水用水性涂料,使用可反射红外线的白色特殊颜料,通过将表面的热能迅速释放到大气中的高反射效果,创造出比现有混凝土表面温度低20度以上的成效,并以此节省了冷气能源。“节能凉爽屋顶涂料”以冬暖夏凉的涂膜打造舒适的居住空间,通过简易的施工赋予隔热效果。此外,还具有可适用于各种铁材、混凝土及石膏板表面的铁材用聚氨酯、防止道路温度上升的地板材料、适用于玻璃且防止冷气能源超载的涂层剂等各式节能涂料,以纳路涂料的技术打造可持续的地球。

DEVELOPMENT OF PRODUCTS THAT PROTECT SAFETY AND LIFE

NOROO Paint & Coatings protects the safety and lives of workers and citizens through the flame-retardant, fire-resistant, and flame-resistant functions of paints that prevent large-scale disasters in workplaces and living environments. Cleanpoxy Retardant Lining, a flame-retardant epoxy flooring material, is a self-extinguishing product that does not catch fire easily. It also prevents secondary damage from fire, blocks the spread of fire and suppresses emission of heavy metals and toxic gases. Fire-Blocking, a high-function and fire-resistance paint, is applied on steel structures of columns, beams, and roofs, which are the skeleton of a building. In the event of a fire, its coating film rapidly expands and foams to delay rise in temperature, and prevents large-scale accidents by blocking the collapse of the building due to melting steel frame. Fire Keeper, a flame-resistant paint that prevents combustion in the early stage of a fire, is a special functional paint applied to the finishing of plywood or lumber inside a building. It can reduce human casualties in case of a fire by delaying the spread of flame and increasing evacuation time. NOROO Paint's technologies are protecting buildings and citizens even in invisible spots.



守护安全与生命的产品开发

在施工现场和生活环境,纳路涂料通过大型防灾用涂料的阻燃、耐火、防火等功能,守护着劳工和市民的安全与生命。阻燃环氧地板材料“CLEANPOXY RETARDANT LINING”是不易着火的自动灭火产品,可预防火灾扩散、抑制重金属和有毒气体排放,并防止火灾引起二次伤害。高性能耐火涂料“FIRE BLOCKING”适用于建筑梁柱、屋梁、屋顶的钢筋结构,在火灾发生时,涂膜能迅速发泡膨胀,延缓温度上升,抑制因钢筋融化而导致的建筑物倒塌,并防止大型事故发生。火灾发生初期,阻燃的防火涂料“FIRE KEEPER”是适用于建筑物内部胶合板或木材等表面的特殊功能性涂料,火灾发生时可延缓火焰扩散,争取更多避难时间,从而减少人员伤亡。即使在看不见的地方,纳路涂料的技术也同样守护着建筑物和市民。

SERVING AND CARING, A HUMAN-CENTERED MANAGEMENT

服务和关怀,以人为本的分享管理

Since its foundation, NOROO Paint & Coatings has been conducting various social contribution activities under the motto of “returning corporate profits to society.” NOROO Paint & Coatings contributes to creating a beautiful urban environment and pleasant living foundation by providing paints of vivid colors and excellent eco-friendly performance to underprivileged areas, and continues to expand the effectiveness and impacts of its social contributions through governance agreements with various companies and organizations. In addition, NOROO Paint & Coatings is striving to become a better neighbor and companion to local residents through community-based social contribution in which its employees participate. It recently donated 800,000 masks to the underprivileged in Anyang amongst the prolonged COVID-19 situation. NOROO Paint & Coatings also make efforts to convey the value of culture and art by sponsoring "The Wing" concert, as well as collaborating with "Michelangelo Special Exhibition" and "Moomin Original Artworks Exhibition."

纳路涂料从创业初期开始就以“企业利润回报社会”为口号,展开各种社会贡献活动。如,向偏远地区提供颜色鲜明且具优质环保性能的涂料,打造美丽的城市环境和舒适的生活环境,并通过各种企业及机关的交流协议,持续扩大社会贡献活动的效果和影响力。此外,纳路涂料也与职员们携手为地区做出更密切的贡献,致力于成为地区居民更优质的邻居和同伴。近期在新冠病毒常态化的状况之下,纳路涂料还为安养地区的弱势群体捐赠了80万张口罩。此外,纳路涂料还通过支援“The Wings Concert”,与“米开朗基罗特别展示会”、“姆明原画展”合作等,致力于传播文化艺术的价值。



Mask donation
捐赠口罩



Korea Transportation Safety Authority (TS)'s
wall painting for traffic safety
韩国交通安全公团绘制交通安全壁画



The Wing concert

ACTIVE AND INCLUSIVE COMMUNICATION WITH STAKEHOLDERS

积极与包容地与利益关系人沟通

NOROO Paint & Coatings' sustainability begins with communication with stakeholders. NOROO Paint & Coatings creates sustainable value by cooperating with external stakeholders such as corporate and individual customers, shareholders, business partners and local communities through various contact points such as seminars, general meetings, fair trade programs, and social contribution projects. It values all rights of minority shareholders as well as major shareholders. Its executives and employees as well as labor union, as internal stakeholders, actively participate in the generation of sustainability by transparently sharing information and submitting constructive opinions through various methods, such as labor-management council, communication council, and diverse online channels.

纳路涂料的可持续发展从与利益关系人的沟通开始。纳路涂料通过客户(企业/个人)和股东、合作企业与社区等外部利益关系人的研讨会、股东总会、公平交易项目、社会贡献事业等各种合作,打造可持续发展价值。纳路涂料同样重视主要大股东和小股东的所有权利,面向职员、工会等内部利益关系人,通过劳资协议会、沟通协议组织以及各种线上渠道等多样渠道透明公开信息,并积极提出具有发展性的建议,创造企业可持续性发展。

* The NOROO Paint & Coatings Sustainability Report is available for download in PDF format through its website.
* 纳路涂料的可持续发展报告可在官网下载 (PDF格式)。



www.noroo paint.com

Capturing the Hearts of Consumers, a Newtro Collaboration with NOROO

NOROO × Lotte Mart Collaboration in June, the Month for the Environment Upcycled Limited Edition Tin Cans That Grabbed the Attention of MZ Generation... Sold Out!



These days, newtro collaboration is popular as it evokes nostalgia among adults and gives excitement to the younger generation. NOROO, the brand with a long history, is responding to consumer demands through a collaboration with Lotte Mart. Coffee beans and sweets enjoyed during break time are released in recyclable cans with NOROO's designs in June, the month for the environment.

NOROO在超市登场，以新复古风合作产品俘获消费者芳心

为纪念环境之月6月，NOROO x 乐天超市推出ESG合作产品可升级再造之限量版马口铁罐赢得MZ世代关注，产品售罄！

最近，能唤起中老年人乡愁、为年轻一代带来欢乐的复古风合作产品，总能引起消费者的瞩目。历史悠久的“NOROO牌”也通过与乐天超市的合作回馈了消费者的需求，推出了“NOROO牌”咖啡豆与小食品，可以让消费者在小憩时享用，同时为了配合6月环境月，“NOROO牌”食品采用了可回收罐装容器进行包装。



NEWTRO COLLABORATION THAT RESPECTS THE ENVIRONMENT AND SOCIETY

“Can I purchase the NOROO oatmeal snack at Lotte Mart now?” This is the inquiry that was posted on various online cafes in June. People were searching how to get the oatmeal mini bites, which were released as a limited edition from the NOROO Group and Lotte Mart collaboration. Consumers and influencers continuously shared their purchases by posting photos on their social media accounts. They posted, “The deer’s twinkling eyes made me buy it.” Rapidly becoming popular, the product ranked high in sales among Lotte Mart’s confectionery products within only a few days of its release.

“I am happy that it is well received. In particular, I was very glad when I saw a comment that the customer wanted to reuse the can as a cookie container. The purpose of launching this product was to broaden ESG activities by recycling the packaging,” Chang Il-chul explained, head of the brand communication team of NOROO Holdings Co., Ltd., who was also in charge of the collaboration. According to Chang, in the recent craze for retro, several companies have proposed a collaboration to use NOROO’s historical symbol image. Among them, he decided to work hand in hand with Lotte Mart because of both corporation’s identical goal: making products that respect the environment and social values.

“I thought that rather than simple and fun marketing, one that is helpful for the environment and society would be more meaningful to both consumers and collaborating companies. In fact, according to a survey conducted by Hankook Research in 2017, consumers answered that NOROO Paint & Coatings is the first paint brand



为环境与社会着想的复古合作

“现在去乐天超市可以买到NOROO牌迷你燕麦饼干吗？”6月，网络社区到处都在询问有关NOROO集团与乐天超市合作推出的限量版商品“迷你燕麦饼干”。连日来，消费者和网红等在SNS上传购买产品的照片并发表评论等举动，反映出消费者对产品的热烈反响；同时也有消费者留下“獐子闪闪发光的眼睛实在太可爱了，所以就买回家啦”。凭借这种人气，该商品仅在上市几天后，就登上乐天超市饼干类畅销产品排行榜。

展开本次合作的纳路控股股份有限公司品牌沟通组负责人张一喆次长表示，“商品的销售反应良好，我们感到很开心。特别是消费者想再次利用罐装容器盛装饼干的反应是最令我们感到欣慰。推出该商品的主要目的是呼吁消费者回收利用商品包装，以扩大宣传ESG活动。”据他所述，在最近兴起的复古风潮中，就有不少企业提议想和历史悠久的“NOROO牌”形象进行合作。NOROO集团之所以决定与乐天超市携手合作是因为双方的目的都是追求“制造考虑环境和社会价值的产品”。

他还表示，“我们认为，比起单纯追求乐趣，对环境和社会至少有所帮助的营销对消费者、双方企业才富有意义。事实上，根据与韩国调查公司一同实施的2017年调查结果显示，消费者最先想起具有环保形象的涂料品牌就是我们‘NOROO’。韩国调查公司评价称，消费者认为名为‘NOROO’的企业是不折不扣的环保企业。正如消费者所认知，我们NOROO是打造环保产品的领头羊，并通过ESG活动致力于环境和社会做出贡献。此次以‘NOROO牌’之名上市的产品也是在这种背景下进行合作的。”



Han Jeong-dae, the founder of NOROO Paint & Coatings Co., Ltd., intended to capture the company's image through the image of a deer, symbolizing a harmless entity that is eternally loved by many. The brand NOROO (deer) has been used since the 1950s and went through a history of changes, but its meaning still remains.

NOROO创始人韩鼎大会长希望通过獐子展现在不伤害他人的前提下，得到万众喜爱、永续发展的公司形象。从20世纪50年代起启用的獐子形象商标，纵使经历了各种变迁史，其意义仍亘古不变。

that comes to mind when thinking of eco-friendliness. Han-kook Research concluded that there is an expectation from consumers that a company named “NOROO,” which means deer in Korean, would be an eco-friendly company. Similar to consumer expectation, NOROO strives to become a pioneer in making eco-friendly products and contribute to the environment and society through ESG activities. The collaboration was done in this context and created the product under our brand name, NOROO.”

“Upcycling” was suggested as a keyword for environmental improvement in repeated meetings. The tin can package design was created based on the fact that it is like a symbol of paint cans, and also has many usages. A guide to simple upcycling ideas, such as reusing it as a money box, flowerpot, or camping cooler are listed on the tin can packaging. Among favorite food products that recorded the highest sales at Lotte Mart, oatmeal mini bites and McNulty Colombia Supremo coffee beans, both using fair trade raw materials, were chosen as the items included in the package. Images of both items were also used for the package design. Consumers can enjoy and experience a pleasant encounter that was formed with NOROO's deer symbol, their retro atmosphere, the upcycling package, and Lotte Mart's sales and distribution system during the environmental month of June.



FROM RETRO TREND TO CONSUMPTION VALUE

Park Sulk-jae, the manager of Lotte Mart World-Tower Branch, who was responsible for product planning and premium product display, said he came to propose the collaboration due to the scalability and colors of NOROO Holdings. “Through NOROO's colors and its YouTube channel (paintitsuda), I was able to confirm its uniqueness and diversity. I was sure that the encounter between NOROO and Lotte Mart would deliver new values to consumers.” Lotte Mart is actively participating in ESG activities by using a plastic recovery system and donating a portion of Save Water's sales profit to a drinking water sanitation project. Manager Park Sulk-jae, who knows the importance of consumption value well enough to have designed the transparent bottled water without using a label when he still worked with the product planning team, completed the “collaboration beyond the retro trend” with NOROO.

As Park puts it, “Today, when people can easily purchase commodities everywhere, we need to develop unique products that incorporate value rather than low cost,” conveying the collaboration's meanings and values, which were well received by consumers, and widely promoted NOROO's brand image. NOROO hopes to encounter other new and unique collaborations as a long-trusted brand that not only evoke nostalgia and old memories, but also inform of the environment's importance and the joy of upcycling.

The symbol image used for this product package is a re-mastered, modernized version of the old one. A peaceful feeling and eco-friendly image is expressed through the two deer.

本次产品包装上使用的图片是将过往的NOROO牌重新塑造与现代概念相符的设计。两只獐子的形象图片，让消费者自然地感受到和平与环保的形象。



经反复进行会议讨论后, NOROO在针对环境改善的关键词中提出了“升级再利用”一词, 同时考虑到象征涂料的马口铁罐在各方面都具有很高的使用率, 设计了储蓄罐、花盆、野营用冷藏箱等倡导简易改造再利用概念的马口铁罐包装。在乐天超市销售额最高的消费者爱好食品中, 选择了使用公平贸易原料的迷你燕麦饼干和哥伦比亚麦德林咖啡豆, 并将环保相关形象融入包装中。獐子的亲善形象和NOROO牌的复古氛围、循环再利用包装, 加上乐天超市的推广和营销, 期待该产品在环境之月6月与消费者们见面。

从复古潮流到价值消费

本次合作的乐天超市方负责人, 曾经在商品企划和产品陈列方面与NOROO有过合作的世界大厦店店长朴锡在表示这次是因为“NOROO的渲染力与色彩”而提议双方企业合作。“通过NOROO的色彩和‘paintitsuda’YouTube频道等渠道, 可确认NOROO的特色和多样性。我们认为, NOROO和乐天超市的相遇, 将为消费者传递崭新的价值。”乐天超市拥有塑料回收系统, 并通过将具有节约用水概念的矿泉水的部分收益捐赠给饮用水卫生改善业等方式, 积极开展ESG活动。朴锡在店长在商品企划组时, 就曾经成功推出了无标签透明矿泉水, 他深知“价值消费”的重要性, 朴锡在店长表示, 乐天超市与NOROO共同完成了“超越复古潮流的企业合作”。

正如他所介绍的, “现在商品随处可买, 我认为比起低价产品, 社会更需要能传递价值的差异化产品”, 此次企业合作产品蕴含多种意义和价值, 并获得了消费者的好评, 期待可为NOROO推广品牌形象。“NOROO牌”作为长久值得信赖的品牌, 以回忆和乡愁、新潮和稀缺性, 传达环境的宝贵性和循环再利用的愉悦, 期望消费者能予以关注和利用。



The 2-liter tin can of McNulty Colombia Supremo coffee beans can be reused as a money box, and the 4-liter tin can of oatmeal mini bites can be reused as a flowerpot or camping cooler. Other various upcycling ideas are available on NOROO's YouTube channel, paintitsuda.

装有2升容量的哥伦比亚麦德林咖啡豆的马口铁罐可回收利用为储蓄罐, 而4升容量的迷你燕麦饼干马口铁罐则可循环利用为花盆或野营用的冷藏箱。此外, 在纳路途料YouTube频道“paintitsuda”上也有介绍更多样的回收创意。



2021 Gangnam Interior Design Week with SOON&SOO V-Guard

Safely paint and protect interior spaces with NOROO's SOON&SOO V-Guard

2021 Gangnam Interior Design Week was held for 9 days from May 28 to June 5 along Hakdong-ro that stretches from Nonhyeon Station to Hakdong Station. NOROO Paint & Coatings protected the themed hall from COVID-19 with SOON&SOO V-Guard, an anti-viral paint, creating a safe environment for the exhibition.

与纯&秀抗病毒V-卫士携手同行的2021江南室内设计周

纳路涂料V-卫士为守护公共设施安全涂色

5月28日至6月5日, 从江南论岬站到鹤洞站的鹤洞路一带举办了为期9天的2021江南室内设计周。纳路涂料利用抗病毒涂料纯&秀V-卫士助力主题馆阻断新冠病毒传播, 营造安全的展览环境。



KOREA'S FUORI SALONE, GANGNAM INTERIOR DESIGN WEEK

Marking its second anniversary after its debut in the fall of 2020, this year's Gangnam Interior Design Week is Korea's Fuori Salone exhibition. Fuori Salone, which means "outdoor exhibition," is an outdoor event that opens showrooms and design studios throughout downtown areas and welcomes visitors to the exhibitions. A good example is Milan Design Week. Team Leader Eun Soo-jin from MESSE ESANG, which organized Gangnam Interior Design Week, said that she planned this exhibition to expand the outreach of the interior exhibition and grant more people access to furniture and interior as artwork.

"I thought, now is the time that Korea needs a Fuori Salone. A variety of synthesized exhibitions held in large exhibition halls show us trends and provide the opportunity to see many brand images quickly. Gangnam Interior Design Week was modeled after Fuori Salone, turning the whole street into an exhibition hall and allowing visitors to drop by showrooms that capture each brand's story and characteristics. It serves as another important route to access interior. It provides more direct experience."

One of the advantages with such events is that it allows the audience to understand brands more deeply and broadens their choices for interior through various showrooms. At Gangnam Interior Design Week, consumers were greeted with various discount events and 13 brands, including Kartell, KAARE KLINT, and KOHLER, through Naver Live Commerce. Design Market, which is full of ideas from small business owners and new artists, breathed more energy into the street. The themed hall opened under the theme, "LIFE GOES ON," introducing Dutch design, which is not familiar to Koreans yet, and opening a global webinar program. Spaces created with five different styles were presented under the theme, "Joyful Hybrid Home," catching many people's attention. The themed hall was prepared as a safe exhibi-

韩国的Fuori Salone, 江南室内设计周

自2020年秋季初次亮相后, 今年又迎来了第二届江南室内设计周。该展览被称为韩国的"Fuori Salone"。"Fuori Salone"是意大利语, 意为"户外展览", 主要通过开放市内各处的展室和设计工作室, 举办现场展览, 迎接观众的到来, 而其中最具代表性的就是"米兰设计周"。负责承办本届江南室内设计周的MESSE ESANG的殷秀珍组长表示, 策划此类展览的目的是扩大室内设计展览的外延, 让更多的人有机会接触家具和室内设计作品。

"我认为现在韩国也需要Fuori Salone。在室内大型展厅举办的各种综合室内设计展览能够让大众掌握潮流趋势, 快速了解各种品牌。江南室内设计周借鉴Fuori Salone的形式,

tion hall with NOROO Paint & Coatings's anti-viral paints, SOON&SOO V-Guard and All Cover.

LIFE GOES ON WITH ANTI-VIRAL SOON&SOO V-GUARD

Korean society seemed to hit the pause button in 2020 due to COVID-19. Nevertheless, life goes on, and it should. This is why the themed hall featured Blossomed Flowers in the Tundra by artist Park Jeong-hyeon and LIFE GOES ON. This is also the reason NOROO Paint & Coatings's V-Guard was applied to the hall.

"Despite COVID-19, we want to go to new spaces, meet and gather, and have a happy time. NOROO Paint & Coatings's anti-viral SOON&SOO V-Guard kills 99% of COVID-19 virus within 30 minutes and helps make such spaces and such a time safer. SOON&SOO V-Guard was also applied to the themed hall in Gangnam Interior Design Week so that visitors were able to drop by safely."

Manager Bae Soo-hyun from NOROO Paint & Coatings said she participated in this event to inform people that paint, which makes the most important background in interior, not only provides aesthetic satisfaction but also helps to offer psychological comfort by ensuring safety. Visitors were able to see the anti-viral SOON&SOO V-Guard Stickers throughout the hall, which assured them of their safety like

royal guards. The first piece of art that greets visitors along with the stickers is Cappellini Big Shadow by Marcel Wanders, one of the greatest designers from the Netherlands. Visitors can enjoy furniture from the Dutch home interior living brand, Riviera Maison, and items from Dutch Design House in the Dutch Design Atelier on the first floor. On the



The main theme colors of Gangnam Interior Design Week are Emoji Yellow (NR21-009) and Peacock (NR21-023), inspired by the color trend book COVER ALL published by NSDS. Team Leader Eun Su-jin said that a paint color is the base that brings dramatic changes to a space. She added that the safety of this event was strengthened thanks to the anti-viral SOON&SOO V-Guard.

江南室内设计周的主打主题色彩是Emoji Yellow (NR21-009) 和Peacock (NR21-023), 灵感源自NSDS发行的色彩潮流手册《COVER ALL》。殷秀珍组长表示, 涂料色彩可以说是给空间带来戏剧性变化的基础, 本次活动的安全性因纯&秀抗病毒V-卫士涂料而得到升级。



second floor, visitors can experience the "Space for Thinking," "A Break in the Forest," and the "Work-Life Blending" space under the theme, "Joyful Hybrid Home."

"Now is the time in which houses must serve various roles. You can see how furniture and interior function not only for your life at home but also as works of art." Team Leader Eun Su-jin added, "I hope you enjoy each brand's concept, theme, and story from Non-hyeon Station to Hakdong Station in Gangnam Interior Design Week. You will definitely be able to find artwork that suits your taste." We are looking forward to next year's Gangnam Interior Design Week, as visitors were able to experience beauty and safety together with SOON&SOO this year.

成为拉近大众与室内设计之间的距离的另一条重要通道。活动期间, 整条街道都成为展厅, 观众可以直接到访全面展现各个品牌故事和个性的展位, 可以说是提供了一种更加直接的体验。”

这种活动的优点就是参观者可以更深入地了解品牌, 通过各个展位拓宽对室内设计的选择幅度。同时, 江南室内设计周还准备了丰富多彩的现场折扣活动, Kartell、KAARE KLINT、KOHLER等13个品牌也充分利用NAVER直播带货的方式与消费者见面。突显个体商业者和新晋设计师崭新创意的设计集市也为街道注入了活力。同时, 设计周还设置了“LIFE GOES ON”主题馆, 介绍尚未正式进入韩国市场的荷兰设计, 并举办全球网络研讨会, 以“Joyful Hybrid Home”为主题, 演绎五种不同风格的空间设计, 备受瞩目。主题馆使用了纳路涂料的纯&秀抗病毒V-卫士和All cover涂料, 确保环境安全。

携手纯&秀抗病毒V-卫士, 共同实现“LIFE GOES ON”

受新冠肺炎疫情影响, 2020年的韩国仿佛被按下了暂停键。即使在这种情况下, 生活依然在继续, 也必然要继续。本次主题馆以艺术家朴京贤的《在苔原盛开的花朵》为整体装饰, 突显“LIFE GOES ON”这一主题。使用纳路涂料的V-卫士粉刷展厅也是出于这一原因。

“在新冠肺炎疫情期间, 我们仍然迫切地渴望接触全新空间, 在那里见面、聚会, 共同创造幸福的时光。纳路涂料的纯&秀抗病毒V-卫士涂料可以在沾染新冠病毒后30分钟内消杀99%的病毒, 从而提高空间和相聚时光的安全性。本届江南室内设计周的主题馆也应用了纯&秀抗病毒V-卫士涂料, 旨在确保参观者可以放心到访现场。”

纳路涂料数字营销组课长裴秀昶表示, 此次参加活动的目的是要向大众展示, 涂料不仅是室内装饰方面最重要的基础, 还可通过审美满足和安全性帮助人们实现内心稳定。正因如此, 参观者可以在主题馆的各个角落看到像禁卫军一样令人心安的纯&秀抗病毒V-卫士贴纸。除贴纸外, 最先映入眼帘的作品还有荷兰设计巨匠——马塞尔·万德斯(Marcel Wanders)的Cappellini Big Shadow灯。在1楼的“Dutch Design Atelier”, 可以欣赏到荷兰家装室内设计生活品牌里维埃拉·梅森(Riviera Maison)的家具和荷兰设计公司(Dutch Design House)的小物件。上到2楼, 就可以体验到以“Joyful Hybrid Home”为主题的静思空间、林中休憩、工作生活平衡(Work-Life Blending)空间等。

殷秀珍组长强调称, “如今, 家要发挥多种不同的功能。在这里可以见到有助于宅家生活, 并且兼具功能性的家具和室内设计作品。”。“希望大家能以江南室内设计周为契机, 逐一了解论岾站和鹤洞站之间的品牌概念、主题和故事。相信各位一定能够找到符合个人审美的作品。”本届江南室内设计周携手纯&秀为参观者带来了美感和安全感, 我们相信未来的江南室内设计周同样令人期待。



Urea Waterproof Market, Expanded by PROTECH

NOROO’s Polyurea Coating Paint and Spraying Machine—Protech NH-270(LP) & Protech N-10LP

Recently, NOROO Paint & Coatings became the first major paint manufacturer to release a waterproof urea paint, PROTECH NH-270(LP), and an equipment for its construction, PROTECH N-10LP, expanding the market for urea waterproof products. The PROTECH NH-270(LP) system, which combines the excellent performance of urea with the convenience of small-sized painting equipment, is receiving an enthusiastic response in the field.

凭借PROTECH 拓展聚脲防水市场

纳路涂料聚脲防水代表品牌“聚脲PROTECH NH-270(LP)”和专用低温低压装备

最近, 纳路涂料在业界率先推出防水专用聚脲涂料“PROTECH NH-270(LP)”和用于其施工的专用装备“PROTECH N-10LP”, 并以此拓展聚脲防水市场。结合聚脲的卓越性能和小型装备便利性的“PROTECH NH-270(LP)”系统在施工现场备受好评。



BETTER UREA TO MORE MARKETS

Leakage in a building is a fatal factor that not only brings inconvenience, but also weakens the durability of the building and shortens its lifespan. Waterproofing to prevent leakage is the first strategy to prevent damages in daily life and on buildings, making it the first line of defense and the best tactic. The most common waterproof paints are urethane and urea, and urethane has been used universally thus far. However, urea is stronger than urethane and has excellent strength, expansion rate, durability, and water resistance. The drying time is also fast, which saves working hours, thus reducing construction labor costs. Despite its comparatively better properties and workability, what deterred the expansion of waterproof urea?

“The construction equipment was the obstacle.”

This is Kang Byung-woo's answer. He is the manager of NOROO Paint & Coatings marketing team. “To have urea construction done, expensive construction equipment worth tens of millions was necessary. Because this equipment is so large and heavy, it was necessary to have a car or a crane to move it. The usage conditions were also limited as it required high voltage. Thus, it could only be used at larger sites.” NOROO Paint & Coatings took the lead in removing this obstacle. The highly effective urea waterproof paint should be more accessible to more consumers. However, most companies in the market were thinking that it would still be difficult. Only NOROO Paint & Coatings went ahead and took the initiative to face the challenge with a fearless mindset.

There were some equipment used as substitutes for imported expensive equipment in the market, but they were still heavy and expensive. NOROO Paint & Coatings started planning with the goal of utilizing smaller, more comfortable, and cheaper equipment. The marketing team, which manages product planning, release, and management,



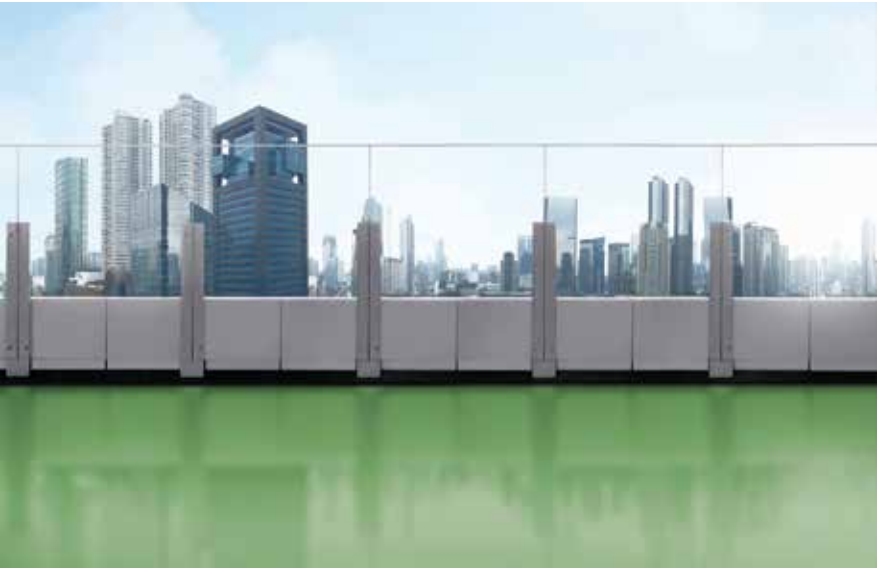
把更优质的聚脲, 用在更多施工现场

建筑物的漏水问题不仅会给生活带来不便, 还会降低建筑物的耐久性, 是导致建筑物寿命缩短的致命原因。防水是维护日常和建筑物的首要策略, 防水涂料则是前线防护和最佳战略。典型的防水涂料有聚氨酯和聚脲, 迄今为止, 聚氨酯是最常应用的涂料。而聚脲比聚氨酯更耐冲击, 且延展性、耐久性和防水性也都很突出。此种涂料干燥的速度快, 可节省施工时间、施工天数, 从而减少人工费用。既然聚脲的属性和效率均很突出, 为何聚脲防水市场不能再进一步拓展呢?

“施工装备即是问题所在。”

纳路涂料营销组课长姜秉佑表示, “若要进行聚脲涂料施工, 则需要几千万韩元的高价施工装备。由于该装备又大又重, 需要使用车辆或起重机移动, 也需要使用到高电压设备等, 因使用条件有限, 仅限于大型施工现场才可使用。”纳路涂料是解决这一问题的先锋。纳路涂料认为, 应让更多的消费者更容易接触到高效的聚脲防水涂料。市场上普遍认为“尽管如此, 却很难实现”, 而纳路涂料却以“正因如此, 才非做不可”的挑战精神予以实践。

市场上虽然偶尔有代替进口高价装备的设备, 但体积依然沉重, 价格也依旧高昂。因此, 纳路涂料以“更小、更舒适、更廉价”为目标进行开发。负责产品企划和市场、管理等的营销组掌握了市场的需求, 确立了产品开发方向, 同时也开拓了合作伙伴。技术组则着手开发可用小型装备进行施工的涂料产品, 并反复进行了测试。营业组汇





identified market needs, set product development directions, and reviewed business partners. The engineering team started to develop a urea paint with properties that can be utilized with small equipment, and conducted repeated tests. The sales team gathered voices within the field to take care of the product's essential elements. "It was not an easy process to find partners, make the equipment, and calculate depreciation within the market. But we couldn't stop because it was clear that the market needs it."

After half a year of development and testing, the product was com-

pleted: urea waterproof paint PROTECH NH-270(LP) and equipment PROTECH N-10LP.

MARKET EXPANSION THROUGH EVERYONE'S SATISFACTION

PROTECH NH-270(LP) is a waterproof urea paint with superior workability compared to the existing hybrid urea. With the PROTECH N-10LP, standardized construction is now feasible, and it also obtained KS certification, proving its stable construction results. PROTECH N-10LP is a very compact device with wheels, which is easily movable. It is very light to the extent that two adult men can move it over objects that block the way. Compared to expensive, imported high-temperature and high-pressure equipment, it is a low-temperature and low-pressure type, so it is usable with 220V at home. Now, it is possible to use waterproof urea paint anywhere.



"We created it with the greatest emphasis on work convenience. We removed all unnecessary specifications and simplified the control panel. We are seeing more sales than expected, and monitoring shows that customer satisfaction is very high." Manager Kang Byung-woo says that the number of inquiries is increasing as NOROO's new product removed the equipment barrier that blocked urea paints' entry to a larger market. The market response is enthusiastic, with orders coming in from small, medium, and large-sized construction sites.

"Our product satisfies both constructors and consumers. Painting is so simple that anyone can follow the instruction video we made."

When asked if he is worried about competitors that might soon release similar set of urea paint and equipment following the lead of NOROO Paint & Coatings, Manager Kang Byung-woo confidently answered, "We will continue to upgrade and stay at the forefront. The market for urea waterproof paint will be expanded by and with NOROO Paint."

As rainy season starts earlier and staying longer due to climate change, the demand for waterproof coating is increasing and the speed of work is becoming more important. With excellent planning and technology, waterproof products made by NOROO Paint & Coatings are expected to lead the market for waterproof paints in the future.

集了施工现场的建议, 也同时掌握了产品的必需要素。“寻找合作伙伴、制作装备, 以及市场折旧等, 都不是容易的过程。然而市场的需求非常明确, 因此我们无法停止尝试。”

经过半年多的开发和测试后, 产品终于完成。那就是聚脲防水涂料PROTECH NH-270(LP)和其专用装备PROTECH N-10LP。

以满足大众来拓展市场

与现有混合聚脲涂料相比, PROTECH NH-270(LP)是更具优质效率的防水专用聚脲涂料, 与其专用装备PROTECH N-10LP配套则可实现作业标准化。同时, 此项配套产品获得KS认证, 证实其稳定的施工效果。PROTECH N-10LP装备体积小, 由于附有滚轮, 任何人皆可轻松移动装备。除此之外, 轻盈的重量只需要两名成年男性提起即可轻松跨越障碍物并移动。与高价进口的高温高压装备相比, 此装备属低温低压型, 可利用家用220V电使用。现在, 所有施工现场皆可使用聚脲涂料进行防水涂装。

“此项装备的制作着眼于操作便利性, 屏除了所有多余的配置, 且操作执行器的部份也制作得简单明确。装备的销量也超出预期, 顾客满意度也极高。”姜秉佑课长表示, “此设备消除了聚脲涂料的装备使用限制, 因此咨询设备的人也越来越多。”无论是中小型施工现场还是大型施工现场, 都踊跃下订单购置装备, 由此可见市场的反应热烈。

“因为这是施工业者和消费者都能心满意足的商品。操作方法也非常简单, 只要看一下我们制作的使用说明视频, 任何人都可以轻松施工。”



纳路涂料通过涂料和配套设备敲响聚脲防水市场的大门后, 竞争企业也可能会紧接着推出相似的配套产品。对此, 姜秉佑课长信心满满地表示, “我们依然会继续升级配套, 继续保持领先地位。聚脲防水市场由我们纳路涂料开始, 今后也将与我们携手茁壮。”

随着气候变迁, 梅雨季也逐渐提前并延长, 因此防水涂装的必要性也越来越高, 操作上的效率也变得越来越重要。纳路涂料制造的防水产品以出色的企划力和技术力, 有望引领今后的防水市场。

NEWS BRIEFING



NOROO PAINT & COATINGS CO., LTD.

RECIPIENT OF THE PRIME MINISTER'S GOVERNMENT AWARD AT THE 3RD KOREA CRIME PREVENTION AWARDS

NOROO Paint & Coatings has been supporting a national mural project for over 10 years as part of the Crime Prevention Through Environmental Design (CPTED) program it jointly launched with the Ministry of Justice. In recognition of their contribution to crime prevention, NOROO Paint & Coatings (NOROO) was awarded the Prime Minister's Government Award at the 3rd Korea Crime Prevention Awards held in the Gwacheon Government Complex on June 24. The Korea Crime Prevention Awards was inaugurated to raise public interest in crime prevention and promote participation in crime prevention volunteer activities. It also heightens the sense of pride and self-esteem of affiliated employees and crime prevention volunteers by rewarding and encouraging individual volunteers, organizations, and civil servants in the security and protection services across the country who have contributed to crime prevention efforts in communities with extraordinary passion and dedication. CPTED is an acronym of Crime Prevention Through Environmental Design, and refers to activities that prevent crimes and protect local residents by changing the environment. In 2016, NOROO signed its first MOU with Probation Offices that operate under the Ministry of Justice to support the CPTED program. Pursuant to the MOU, NOROO provided environmentally-friendly paint to around 30 regions throughout Korea, not only improving the appearance of the street, but also contributing to increased safety. The Ministry of Justice also awarded commendations in 2016 and 2020, recognizing the contribution made by NOROO.

In addition, NOROO also made various efforts to improve pedestrian crossings using paint. For example, it drew murals promoting traffic safety in areas with high numbers of pedestrians in order to reduce child pedestrian traffic accidents, which amounts to 10,000 cases a year. NOROO also created "Yellow Footsteps" and "Protective Yellow Carpets for School Zones" that easily catch a driver's attention. The "Traffic Safety Mural Painting" project was



carried out through the private-government-academia collaboration including Korea Transportation Safety Authority and Ewha Womans University. NOROO provided the entire amount of paint used for the murals through 14 regional headquarters of Korea Transportation Safety Authority. In those ways, NOROO contributes to the development of local communities through crime prevention efforts by creating safe environments.

With their statement, "double the beauty through sharing," NOROO has been constantly carrying out a range of social contribution programs using its paint products such as the cool roof project (creating reflective surfaces using paint), free paint supply for the disadvantaged, and the national mural project. Many facilities that needed refurbishment such as special needs schools, daycare centers, welfare centers, and schools now have pleasant and safe environments thanks to NOROO products.

In recognition of its contribution to create safe environments for local communities over 10 years, NOROO was awarded the Prime Minister's Commendation at the Korea Crime Prevention Awards. NOROO will continue to play an active role in crime prevention in local communities and improvement of living conditions by providing technical support and free paint.

纳路涂料股份有限公司.

荣获第3届预防犯罪大奖国务总理政府奖

纳路涂料与法务部联合开展“通过环境设计预防犯罪 (crime prevention through environmental design, 以下简称CPTED)”项目, 具体包括为预防犯罪高发地区犯罪而持续援助全国壁画项目超过10年等。该项目在预防犯罪方面作出的贡献获得政府认可, 6月24日在于果川政府大楼举办的第3届预防犯罪大奖颁奖仪式上, 纳路荣获国务总理政府表彰。

预防犯罪大奖始于2019年, 至2021年已连续举办3届颁奖仪式, 旨在奖励和鼓励以与众不同的热情和奉献精神, 为社区犯罪预防活动作出贡献的韩国民间志愿者、团体及保护职公务员, 以提高国民对预防犯罪的关注, 推动国



民参与预防犯罪志愿服务活动, 同时激励相关所属机关员工和预防犯罪志愿者的荣誉感和自信心。

CPTED是“通过环境设计预防犯罪”的简称, 是一项通过改变环境预防犯罪, 守护居民安全的活动。自2016年起, 纳路涂料与法务部的守法支援中心签署CPTED项目备忘录, 开展向韩国30多个地区赞助环保涂料等活动, 不仅有助于提升地区和街道的美观, 也对保护安全作出了贡献, 在2016年和2020年均曾获得法务部的表彰。

此外, 为减少年均发生数量达1万多起的儿童步行交通事故, 纳路涂料用涂料在行人多的地方彩绘交通安全宣传壁画, 在儿童保护区人行横道上绘上“黄色脚印”和可让驾驶员明显注目的“校园卫士黄地毯”, 进而改善行人步行环境。“彩绘交通安全壁画”项目由韩国交通安全公团、梨花女子大学等民、官、学联合促成。纳路涂料向韩国交通安全公团设在韩国各地的14个地区本部提供用于彩绘壁画项目的全部涂料。如上所述, 纳路涂料致力于预防犯罪发生、营造安全的环境等举措, 帮助社区实现发展。

纳路涂料认为, 社会贡献适用“分享不但不会减半, 反而会加倍的美好方程式”, 因此不仅用自家涂料持续支持全韩国壁画项目, 还坚持开展凉爽屋顶运动、向弱势群体提供涂料等项目。对残疾学校、保育院、福利馆、学校等需要改善的各种设施均以纳路涂料的产品重新装扮, 进而打造舒适安全的环境。

10多年来, 纳路涂料成为改善社区环境的先锋, 在打造安全地区方面所作的贡献获得认可, 因此在本次预防犯罪大奖颁奖仪式上荣获国务总理表彰。今后, 纳路涂料计划通过涂料和技术支援, 走在预防社区犯罪及改善生活环境的最前列。

MOU SIGNING WITH SEOUL INSTITUTE OF TECHNOLOGY & EDUCATION

On May 25, NOROO Paint and Coatings (NOROO) and Seoul Institute of Technology & Education signed a Memorandum of Understanding (MOU) for

mutual development and cooperation in the presence of representatives from the two organizations. The purpose of the MOU was to develop professionals who are essential to the development of national industries and strengthen the connectivity between technical and educational systems. The MOU will promote mutual development and solidify the relationship by facilitating exchanges about job performance development, human intelligence and physical information.

The MOU includes exchanging information on training courses, establishing an industry-university cooperation system by developing training courses customized to relevant industries, sharing facilities and equipment for industry-university joint research, co-hosting events, attending various training conference events, and executing projects that each organization considers necessary for training. Regarding the signing of the MOU, the Director of Seoul Institute of Technology & Education promised that the two organizations will work closely together to become educational institutions that respond to society's demand in relation to development of professionals in Korea's paint and coatings industry.

与首尔市北部技术教育院签署备忘录

为实现共同发展, 纳路涂料与首尔特别市北部技术教育院于5月25日签署合作备忘录, 双方相关人士出席了当天的签约仪式。本次合作备忘录旨在培养国家产业发展所需人才、强化技术培训体制的连接性, 通过职务能力开发及人力、物力信息交换谋求相互发展, 并建立牢固的纽带关系。

当天所签署的合作备忘录主要包括, 交换所持有的培训(训练)课程相关信息、通过开发企业对口培训(训练)课程确立产学连接体系、共同使用旨在促进产学共同研究的设施及装置、举办共同活动并互相参加各种培训(训练)会议活动、执行已与其他机构谈妥的需开展培训(训练)的项目等。就本次签署备忘录, 北部技术教育院院长承诺, 双方将联手培养韩国国内涂料、涂装产业相关人才, 力争发展成为符合社会需求的培训机关, 与社会共谋发展。

NEWS BRIEFING



THE KIBAN CO., LTD.

AN AGRICULTURAL CORPORATION SELECTED AS A PROMISING SMALL AND MEDIUM ENTERPRISE IN EXPORT

THE KIBAN Co., Ltd. (THE KIBAN) was selected as a Promising Small and Medium Enterprise (SME) in Export for the first half of 2021. The Gyeonggi Regional Office Small & Medium Business Administration (SMBA) began the selection program for Promising SMEs in Export in 2000 to strengthen the export competitiveness of local SMEs. The SMBA selects SMEs who made exports worth USD five million or less in the previous year. They then evaluate the SME's future prospects for growth in export and capabilities to perform export activities. Upon evaluation, SMEs are awarded the title of "Promising Small and Medium Enterprise in Export" to those with high growth potentials. The SMBA grants the title twice a year and has awarded 20,902 companies across the country by 2020 (with 2,686 currently active companies). This time, companies that have been selected as a Promising SME in Export will be able to receive 78 different benefits for two years provided by 20 export-supporting organizations including the Ministry of SMEs and Startups, Korea Technology Finance Corporation, small and medium industrial banks, and Nonghyup. Meanwhile, the total export by 294 Promising SME in Export was about USD 460 million in 2020. This was a 20.2% increase from the total export made in 2019 (USD 380 million) despite the global economic recession. The Gyeonggi Regional Office SMBA revealed, "Small and medium enterprises in export in the Gyeonggi region are acting as a strong backbone of Korean economy, achieving total export revenues of USD 14.5 billion as of May this year, despite the impact from COVID-19. This is a 17% increase year on year. We will not spare ourselves in providing all the support that we could provide to newly selected companies through cooperation with export-supporting organizations to help them become strong global companies and leading export companies." THE KIBAN, which was selected as a Promising SME in Export for vegetable seeds, plans to further expand its export business.

农业公司法人(株) THE KIBAN

THE KIBAN, 被指定为具出口潜力中小企业

THE KIBAN入选由京畿地方中小风投企业厅所指定的“2021年度上半年具出口潜力中小企业”。为加强中小企业出口竞争力,京畿地方中小风投企业厅自2000年起便开始评选具出口潜力中小企业。本项目旨在以上一年度出口业绩在500万美元以下的中小企业为对象,评估其出口增长潜力、出口活动执行能力等,将其中成长可能性高的出口中小企业指定为“具出口潜力中小企业”。该项目每半年评选一次,截至2020年共在全韩国指定了20902家公司(指定有效企业为2686家)。此次被指定的具出口潜力中小企业将在指定期间(2年)内,享受中小风投企业部、技术保证基金、中小企业银行、农协等20个出口支援机关的共78种优惠政策。2019年共有294家公司被指定为具出口潜力中小企业,其2020年度出口总额约为4.6亿美元。尽管世界经济萧条,但与2019年度的出口总额——3.8亿美元相比,2020年度出口总额仍然增加了20.2%,取得了骄人成绩。

京畿地方中小风险企业厅表示:“尽管受到新冠肺炎疫情影响,截至2021年5月,京畿道地区的出口中小企业仍然累计创下145亿美元的出口业绩,同比增长17%,发挥了韩国经济坚实后盾的作用。”该机关还透露:“针对此次被指定的企业,我们也将与出口支援机关合作,大力扶持出口中小企业,帮助他们崛起为全球强中小企业和出口先导企业。”THE KIBAN凭借主要产品——蔬菜种子入选此次出口潜力中小企业,计划未来更进一步加紧扩大出口。



Home has become all the more important in the midst of the pandemic. Eun Soo-jin (team leader at Gangnam Interior Design Week) gave a tour of the displayed furniture and interior design that people can enjoy at home. Painted with Soon & Soo's antiviral V-Guard paint, the exhibition space was the perfect manifestation of the saying "LIFE GOES ON."

受新冠肺炎疫情影响,“家”成为非常重要的场所。负责江南室内设计周的殷秀珍组长对在家也可当艺术作品享受的家具和室内装饰进行了介绍。展厅使用纯&秀抗病毒V-卫士涂料装点一新,为“LIFE GOES ON”主题打造出完美空间。

Worried about water damage and leaks this dreadful rainy season? Kang Byung-woo (manager at NOROO Paint's Marketing Team) confidently recommends Protech NH-270(LP) and Protech N-10LP—designed to waterproof facilities with polyurea coating paint with its exclusive technologically advanced spraying machine!

近期,梅雨季节提前到来,而且呈现出延长趋势。幸亏有聚脲防水涂料PROTECH NH-270(LP)和专用装备PROTECH N-10LP,不必担心受潮了。纳路涂料营销组课长姜秉佑自信十足地推荐。快来见识具有卓越企划力和技术力的聚脲防水涂料PROTECH NH-270(LP)和专用装备PROTECH N-10LP吧!



NOROO

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