

NOROO

# NOROO

NOROO Quarterly Magazine

AUTUMN . 2024

VOL. 72

SPECIAL THEME  
[PASSION], VALUE ENHANCED



SPECIAL THEME



[PASSION], VALUE ENHANCED

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SPECIAL THEME

[PASSION],  
VALUE ENHANCED

We call it passion when someone is deeply absorbed in something with intense affection. Passion denotes strong and intractable or barely controllable emotion or inclination with respect to a particular activity, idea, person or thing. When someone sets a clear goal, commits their time, and pushes through failure, their determination inspires others, igniting their passion as well. Through the exchange of passion, we not only engrave the value of each other, but also elevate the worth of every individual.

对某件事情怀着热烈的爱和热衷的心, 我们称之为热情。这颗心就像火一样, 向周围散发热量。朝着明确的目标坚定意志, 投入时间, 冒着失败前进的样子, 也会让看到的人的意志变得炽。用热情点燃热情, 通过燃烧的心, 我们可以铭记彼此的价值, 弘扬各自存在的价值。





## Passion Grows Stronger Together

In June, NOROO Paint & Coatings launched its first sports team: NOROO Table Tennis Team. NOROO signed employment contracts with five promising para table tennis players and held an official launch of the team on June 26. Through the team's performance, NOROO plans to promote the indomitable spirit of sports while supporting the social participation of people with disabilities. United under the NOROO name, the passionate energy of NOROO's table tennis team will fuel the company's challenges as it looks toward the future.

## 团结在一起的热情更为炽热

今年6月, 纳路涂料成立了第一支体育队——乒乓球队。纳路涂料与5名有潜力的残疾人乒乓球选手签订了聘用合同, 并于6月26日举行了乒乓球队成立仪式。计划通过乒乓球队的活动, 传播不屈的体育精神, 为残疾人的社会活动提供支持。作为NOROO人, 乒乓球队的热情将成为NOROO面向未来发起挑战的另一大动力。



### HOPE AND COURAGE

"Hello, I'm Ku Hye-jung, a member of the NOROO Table Tennis Team. In 2000, I became wheelchair-bound after a car accident, but I didn't let it stop me. Now, I'm living a new life as a table tennis player full with passion." "Hello, my name is Jung Yun-woong. As a tennis player, I give all my shot to become the best." "Hello, I'm Park Ha-hyeon. I was born in 2005, and I dream of becoming a national table tennis player despite my hearing disability."\*

Dressed in their team uniforms, the NOROO team members have gathered at the para table tennis training center at Bucheon Sports Complex. The team includes wheelchair players Ku Hye-jung and Jung Yun-woong, hearing-impaired player Park Ha-hyeon, and intellectually disabled players Park Su-ho and Lee Soo-kyung. Among them, Ku Hye-jung and Jung Yun-woong joined the team as a couple. Their love for table tennis started at the same time.

"After becoming disabled, I was so focused on making a living that I never even dreamed of exercising. One day, my husband and I casually visited a table tennis hall to meet someone, and seeing the energy of the para table tennis players felt like a whole new world opened up to us. From that day on, we rushed to the table tennis hall every day after work. Eventually, we both quit our jobs and fully committed to becoming players."

What started as a fun hobby gradually turned into something more. As they began seeing results, the sense of accomplishment grew, and new goals started to form. As the couple's passionate fellow players trained tirelessly, they become even more motivated with courage. "I didn't start with a specific outcome in mind. But what inspired me is seeing others with similar or even greater disabilities excel as athletes." Jung added with a smile, "It feels like what started as fun is turning into real talent." "Winning at competitions has made me realize, 'Ah, so this is what it's all about!'" What he likely felt was the power of consistency and the thrill of igniting his passion.



### 获得希望和勇气

"大家好。我是NOROO乒乓球队队员具慧正。我在2000年因交通事故成为残疾人, 坐上了轮椅, 但是我没有屈服, 现在作为乒乓球选手, 正在努力享受新的人生。" "大家好。我是竭尽全力, 想成为最棒的乒乓球选手的郑然雄。" "大家好。我是2005年出生的听力障碍乒乓球选手朴夏贤, 我梦想成为国家队队员。" \*

身穿NOROO队服的队员们聚集在富川综合运动场体育中心内的残疾人乒乓球场。NOROO乒乓球队的队员有轮椅选手具慧正、郑然雄和听力障碍选手朴夏贤、智力障碍选手朴洙浩、李秀敬。其中具慧正和郑然雄是夫妻, 两人同时入队。两人也是同时投身于乒乓球运动中的。"身体残疾后急需维持生计, 当时只顾着工作, 运动连想都不敢想。后来, 为了去见一个朋友, 我们以轻松的心情走进了乒乓球馆, 看到残疾人选手们都充满了活力, 我和丈夫发现了新大陆。从那以后, 我们每天下班后都去乒乓球馆, 后来干脆辞掉工作成了专业选手。"

他们说, 刚开始只是将乒乓球作为兴趣, 但后来逐渐取得成果, 经过不断努力, 成就感也随之增加, 逐渐有了下一阶段的目标。在旁边打球打得热火朝天的队友们的热情, 给他们带来了希望和勇气。"开始时并没有期望取得什么成果。但是看到和我差不多或残疾程度比我严重的人, 他们都在作为选手努力发挥实力, 我被戳到了。"具慧正说完之后, 郑然雄笑着说: "感觉兴趣正在变成才能。"他又说道: "参加比赛获奖时, 我的感受是: '啊, 原来是这种感觉啊'。"他感受到的应该是从自己身上发现的坚持不懈的力量和倾尽热情后的刺激感吧?





### PASSION SPREADS LIKE FIRE

Park Ha-hyeon, who is a nineteen-year-old hearing-impaired table tennis player, started his journey a bit earlier. Park first picked up a racket during his fifth-grade winter break, and by the following year, he won a silver medal at the student championships. Since then, he's continued to build his skills and experience, winning in various competitions. For Park, the most enjoyable part of table tennis is communicating and sharing techniques with others. Aiming to stand on the podium at next year's Tokyo 2025 Deaflympics,\*\* Park is steadily moving toward his dream. He's even won against players ranked first and third in the process. Now, as part of the NOROO Table Tennis Team, Park is training with a greater sense of responsibility during this critical time. "He's not the type of person to settle for less. When I tell him, 'There's no 'I' in team,' he agrees and says, 'You're right!' and keeps going," his mother shared, reflecting on his maturity.

The sense of responsibility and pride that comes with being part of the NOROO Table Tennis Team has become a powerful motivator for all the athletes. "At first, I couldn't believe I was part of such a large company. But that responsibility started to grow gradually. Especially since we're the first team, I feel the need to set an example. I want to become an even better player and spread NOROO's name far and wide," Ku Hye-jung shared, a sentiment echoed by her fellow teammates. Park Eun-kyeung of NOROO's HR team added, "Following the strong will of our executives to create a society that lives together with the underprivileged, we reached out to the Korea Employment Agency for Persons with Disabilities (KEAD) and were introduced to these talented players. We believe that by supporting these athletes, their journey and success will help improve societal perceptions of people with disabilities. NOROO plans to further expand support into more sports fields, actively contributing to the future of parasports." Plans are also in place to hold in-house table tennis tournaments and other events.



Passion has a way of spreading to those around it. Just as Ku Hye-jung was inspired by other players, the passion of the NOROO Table Tennis Team is spreading throughout the company, igniting a flame of challenge and determination. We look forward to seeing the passion of NOROO employees gather like a vibrant fire, illuminating NOROO's future and creating a brighter society.

\* The interview with Park Ha-hyeon was conducted in writing in advance.

\*\* The Deaflympics is an international sporting event for the hearing-impaired, held every four years. It began in 1926, much earlier than the Paralympics.



### 热情绽放为火花, 向四周蔓延

听力障碍选手朴夏贤今年19岁, 他接触乒乓球比较早。他本来就喜欢运动, 在小学5年级寒假时拿起球拍, 第二年就参加了学生运动会, 并获得了银牌。此后, 他在各种大赛上获奖, 逐渐积累经验和实力。他表示, 与他人就乒乓球进行交流、分享技术的时候最开心。他的目标是成为国家队队员, 在明年举行的2025东京夏季听障奥林匹克运动会\*\*站上领奖台。凭借曾战胜过排名第1、第3的选手的实力, 他正在逐渐接近这个梦想。在这一重要时期, 他加入NOROO乒乓球队, 目前正以更大的责任感投入到训练中。他的母亲表示: "因为他已经不是生病就可以休息的学生了。'公司不一样, 有时候即使累也必须要坚持', 每次我一这么说, 他就会痛痛快快地说: '好!' 然后认真训练。" 这展现出朴夏贤成熟稳重的样子。

成为NOROO乒乓球队一员的责任感和自豪感给了所有选手巨大的力量和动力。"能够加入这么大的公司, 刚开始都不敢相信是真的, 后来慢慢地责任感就越来越大了。特别是, 我们是第一期, 所以觉得更应该以身作则。我会成为更优秀的选手, 让NOROO的名字广为人知。" 对具慧正的这一感想, 其他选手也深有同感。纳路涂料人事组次长朴银颢表示, "管理层想要打造与社会弱势群体共同发展的社会, 出于这一强烈意愿, 我们请韩国残疾人雇佣公团进行推荐, 就这样遇到了有实力的选手。我们认为, 与NOROO一起, 乒乓球队会尽情发挥自己的力量, 其过程和成果将有助于改善社会对残疾人的认识", 并表示, 今后NOROO计划将扶持范围扩大到更多的体育领域, 积极为残疾人体育的未来提供扶持。此外, 也正在构想在公司内部举办乒乓球比赛等活动。

热情向周围蔓延的力量无比强大。就像具慧正从其他选手那里获得激发和希望一样, NOROO乒乓球队的热情会蔓延到整个NOROO, 让挑战的心像火花一样进一步绽放。期待由多彩火花汇聚而成的NOROO人的热情能照亮NOROO的未来, 打造美丽的社会。







## Para Table Tennis: A Sport of Focus and Perseverance

Para table tennis, introduced initially as a sport for individuals with spinal cord injuries, was officially recognized in the wheelchair category at the 1960 Rome Paralympics, with the standing classification added at the 1976 Toronto Paralympics. This predates the inclusion of Olympic table tennis by 28 years, which became an official sport in the 1988 Seoul Olympics. Today, the sport features athletes competing across 13 different classifications.

### 残疾人乒乓球, 需要专注和毅力的体育运动

残疾人乒乓球是一项始于脊髓损伤的残疾人的体育运动, 从1960年的第一届罗马残奥会开始, 坐姿比赛被列为正式项目, 1976年的多伦多残奥会上增加了站姿比赛。而乒乓球从1988年的首尔奥运会起才正式成为比赛项目, 残疾人乒乓球比其早了28年, 具有悠久的历史。目前, 共设有13个级别, 有很多选手能以各种比赛方式参加比赛。

#### 13 CLASSIFICATIONS OF PARA TABLE TENNIS

Para table tennis integrates athletes with spinal cord injuries, amputations, other disabilities, and cerebral palsy. It is divided into five classes for wheelchair athletes (1–5) and another five (6–10) for standing athletes. Separate classification system applies to athletes with intellectual disabilities, visual impairments, and hearing impairments. The sport includes individual singles, doubles, mixed doubles, and team events conducted through either group stages or knockout tournaments.

#### FEATURES OF PARA TABLE TENNIS

Matches are played according to the International Table Tennis Federation rules, with service regulations governed by the International Table Tennis Confederation. For wheelchair events, the table includes a 40 cm clearance underneath to accommodate wheelchairs and legs. For visually impaired players, the net height is raised by 5 cm, and the table frame on the ends and sides is raised by 3 cm to facilitate the use of specially designed sound-producing balls. In wheelchair doubles, players may strike the ball multiple times and can hold onto the table for balance after hitting the ball. However, they cannot use the table as a support when they hit the ball, which includes touching or grabbing.

#### PARA TABLE TENNIS IN SOUTH KOREA

Para table tennis in South Korea competes at the highest level globally, establishing the country as a leading force in the sport alongside table tennis for persons without disabilities. At the recent Paris Paralympics, South Korea achieved the highest number of medals in any sport, securing two gold, three silver, and nine bronze medals. Throughout the history of the Paralympics, para table tennis has amassed 29 gold, 38 silver, and 45 bronze medals for Korea, establishing itself as a regular medal earner. These successes are supported by a robust pool of athletes and a nurturing environment that promotes their talent and dedication. The establishment of the NOROO Table Tennis Team aims to contribute to both the individual athletes and the growth of para table tennis in Korea.

#### 13个级别的残疾人乒乓球

残疾人乒乓球的比赛主体是脊髓残疾、截肢及其他残疾、脑瘫引起的肢体残疾者, 其中1至5级为坐姿组, 6-10级为站姿组, 此外还有智力残疾人、视力残疾人、听力残疾人参加的级别。比赛项目有男单、女单、男双、女双、混双及团体比赛。比赛方法以小组赛或淘汰赛的方式进行。

#### 残疾人乒乓球的特点

比赛差不多完全按照国际乒乓球联合会(ITTF)的规定进行, 而服务规则根据国际残疾人乒乓球联合会(ITTC)的规定进行。坐姿项目的乒乓球台下方有40厘米的空间, 可以容纳轮椅和腿部。视力残疾人要把特殊制作的能发出声音的球从球网下面击回去, 因此将球网高度提高5厘米, 乒乓球台两端和旁边设置3厘米高的挡板。在坐姿双打中, 一名选手可以多次击球。击完球后, 为了保持身体平衡, 可以抓住球台, 但击球时不能抓着或扶着球台等, 将其当做支撑物。

#### 韩国的残疾人乒乓球

韩国的残疾人乒乓球和非残疾人乒乓球一样, 正在力争站在世界之巅, 把韩国建设成乒乓球强国。在最近举行的巴黎残奥会上, 韩国乒乓球获得了2枚金牌、3枚银牌、9枚铜牌, 是获得奖牌最多的参赛项目。在历届残奥会上共收获了29枚金牌、38枚银牌、45枚铜牌, 是奖牌大户项目。

这些成果的取得是因为有充足的球员后备力量, 同时也离不开为球员的才能和热情提供支持的坚实后盾。NOROO乒乓球队的成立不仅为球员个人, 还将为韩国残疾人乒乓球的发展尽一份力。

#### Introducing the NOROO Table Tennis Team



##### Ku Hye-jung

“Now that I’ve dressed up in my table tennis uniform and taken my first step, it’s time to solidify my fundamental skills. If I dedicate myself to training day by day, I’ll be able to reach the top and take a moment to breathe. Until then, I will persevere. Here I go!”

##### Awards

- Bronze Medal, 8th Seoul Mayor’s Cup National Para Table Tennis Championship(2023)
- Gold Medal, 6th Gyeonggi-do Governor’s Cup Para Table Tennis Championship(2024)



##### Park Su-ho

“The day I joined NOROO was the best day of my table tennis career. I was overwhelmed with happiness by the warm welcome. I will work hard to improve my table tennis and achieve great results in the future.”

##### Awards

- 2 Silver Medals, 42nd National Para Sports Festival Table Tennis Team Event, Doubles(2022)



##### Jung Yun-woong

“There’s a saying: you can’t beat someone who enjoys their work. However, I believe all you get from enjoying your work is fun. I will practice and train harder than others to achieve my goals!”

##### Awards

- Silver Medal, 9th Seoul Mayor’s Cup National Para Table Tennis Championship(2024)
- Gold Medal, 6th Gyeonggi-do Governor’s Cup Para Table Tennis Championship(2024)



##### Lee Soo-kyung

“Table tennis allowed me to compete in national championships and win medals. I had always wanted to get into a good company, and joining NOROO PAINT has boosted my pride and motivation. I will strive to perform well in national championships and give my best as an employee of NOROO PAINT.”

##### Awards

- Silver Medal, 42nd National Para Sports Festival Table Tennis Team Event(2022)
- Silver Medal, 43rd National Para Sports Festival Table Tennis Team Event(2023)



##### Park Ha-hyeon

“With the hope of achieving my goals, I will get through challenges with a positive spirit and a smile until I achieve the results I want. Once my goals are fulfilled, I wish to interact with others through table tennis and share love through actions rather than words.”

##### Awards

- 2nd Place, 43rd National Para Sports Festival Table Tennis Team Event(2023)
- 2nd Place, 8th Seoul Mayor’s Cup National Para Table Tennis Championship, Singles(2023)



※ Source: Korea Paralympic Committee’s official blog, Korea Para Table Tennis Association’s website



# Shaping Tomorrow With New Energy

## 2024 NOROO INTRODUCTORY COURSE FOR NEW HIRES

The 2024 NOROO Introductory Course for New Hires took place from July 15th to 19th at the YBM Training Center in Hwaseong, Gyeonggi-do. This five-day program was designed for 41 new hires in 2024, offering a comprehensive introduction to NOROO's history and a factory tour, enabling the new employees to deepen their understanding of the company's core values and culture. This training also served as an opportunity to strengthen their pride and solidarity as NOROO members.

# 注入新鲜血液 开启崭新明天

## 2024 NOROO新员工入职培训

7月15日至19日, 在京畿道华城市YBM研究院进行了2024新员工入职培训。本次培训的对象是2024年入职的41名新员工, 为期5天, 内容从集团历史到工厂参观学习, 非常充实。通过这次培训, 新员工有机会理解NOROO的历史和文化, 进一步加强作为NOROO人的自豪感和纽带感。



### BRIMMING WITH ACTIVITY AND ENTHUSIASM

Inside a classroom at the YBM Training Center, participants were seated in groups of six or seven, their eyes bright while attentively listening to a lecture. “Leaders often face difficult decisions, and it’s crucial that you support them in becoming more authentic, decisive personnel in command. To do so, remember that ‘Great followers eventually become great leaders.’ When you hold this belief about your future self, it empowers you to give your best effort in the present.” The participants nodded in agreement with the instructor’s passionate words. This lecture on “Self-Leadership and Followership” was part of the third day’s program. It followed the first day’s schedule, which introduced affiliate companies, labor unions, NOROO’s flagship products, and quality, environmental, and safety (QES) education. The second day featured ice-breaking and team-building activities, business etiquette, and mindset training. The fourth day focused on enhancing work efficiency and reporting skills, and the final day included a core value internalization session and factory tours at Vision City, NOROO Automotive Coatings (Hwaseong), and NOROO PAINT (Anyang). Midway through the five-day program, when energy levels might typically dip, the recruits maintained their enthusiasm. Their energy lasted even after the end of the lecture when it was time for a group photo. Despite taking time out of their precious lunch break, the participants quickly lined up and followed the photographer’s directions for cheers, heart gestures, and other poses. After lunch, the group photo session continued seamlessly. Each group displayed creativity, striking poses with hearts, camera-click gestures, stars, and roe deer antlers. The antlers were a play on words, as “NOROO” stands for roe deer in Korean. These brainstorming moments, practicing poses, and laughing together were captured in photographs, preserving the memories.



### 欢乐团结, 元气满满

YBM研修院的某教室。培训参与者被分成几个小组, 每组6~7人。大家按组坐在书桌前, 认真地听课。“各位, 领导在做决策时会考虑很多问题。在遇到需要做决策的情况时, 在座的各位也要尽自己的一份力, 帮助领导更具领导力, 助力其成为一名真正的领导者。为此, 大家要铭记: ‘一名杰出的追随者最终会成长为伟大的领导者!’ 当你对自己的未来有如此认知时, 就会在当下全力以赴。”听着讲师慷慨激昂的讲解, 培训参与者不住点头。这是培训第三天的课程, 主题是“自我领导力与追随力”。第一天的课程主要介绍了集团、工会和NOROO的主要产品, 重点实施QES培训。第二天主要分为三大部分, 分别是破冰及团建、商务礼仪、新员工思维方式。第四天的主要内容是提高WORK SMART和报告能力, 最后一天则主要是内化核心价值和愿景城市, 以及到NAC(华城)和NRP(安养)的工厂进行参观学习。五天的日程安排非常紧凑, 难免会有些疲惫。但即使是在这样的情况下, 教室里的新员工依然活力满满, 一点也没有懈怠。

下课后拍摄集体照时, 依然可以看到他们精神饱满的样子。拍摄占用了新员工宝贵的午餐时间, 但他们并没有慌乱, 而是认真排好队, 快速跟随摄影师的指挥, 做出加油、脸颊比





BUILDING BONDS FOR TOMORROW

The group activities left a particularly strong impression on the participants. Manager Oh Se-wook from NOROO PAINT's Daejeon branch shared, "The ice-breaking and team-building sessions left a mark in my memory. I work in a smaller town, and it was great to meet and connect with so many people during the training." General manager Oh Mi-jin from NOROO PAINT's Resin Research Team added, "The group activities were incredibly significant as they allowed us to share the challenges faced by each department by engaging with them. I came into this training hoping to build relationships, and I'm grateful to have made many good connections with my colleagues." Manager Choi Ji-hwan from NOROO PAINT's Quality Control Team presented a thoughtful remark, saying, "Getting to know new people has motivated me to adapt even better to NOROO. I believe these connections will become valuable assets in the future."

Lectures on efficient work practices and effective communication also offered new perspectives and practical advice for the new employees. Manager Lim So-yeon from NOROO Coil Coatings noted that she gained the mindset of a NOROO employee through various training sessions. Meanwhile, general manager Park Sung-ho from NOROO Automotive Coating's Finance Team expressed his determination to apply what he learned, especially in business etiquette, to implement his tasks more thoroughly.

After their interviews, the participants returned to the training room, maintaining their focus on the lectures. Through sessions led by external lecturers, meals



with the management, and factory tours, the new recruits gained a deeper understanding of NOROO, reflected on their roles and attitudes as company employees, and built empathy and connections with one another. The energy forged during this training will shape the future of NOROO.



Oh Se-wook, Manager  
NOROO PAINT Daejeon Branch

"I'm Oh Se-wook from the Daejeon branch. I'm working hard to acquire new clients and hoping to translate that success into sales figures. I'm working as hard as I can!"



Oh Mi-jin, General Manager  
NOROO PAINT Resin Research Team

"I was happy to meet so many people during this program. I hope we will all continue to support each other and grow together within NOROO even after five or ten years."

心等手势。饭后的各小组拍照环节同样进展顺利。特别是面对各小组统一姿势拍照这一即兴提议，所有新员工很快统一意见，分别做出了比心、比镜头、鹿角、星星等姿势，创意十足。大家讨论、练习拍照姿势时一起开怀大笑的瞬间自然也被镜头记录了下来，成为了美好回忆。

携手同事，共赴未来

给培训参与者留下深刻印象的活动自然也是小组活动。纳路涂料大田分店主任吳世旭表达了自己的看法，"让我记忆犹新的是破冰和小组团建时间。我是在地方工作，平时同事很少，很开心能够通过活动认识这么多人。"纳路涂料树脂研究组代理吳美真也表示："大家通过交流，分享了不同部门的问题和难处，小组活动非常有意义。"在吳美珍代理看来，培训期间最重要的就是与"人"的交流，与大家的相识让吳代理的脸上露出了灿烂的笑容。纳路涂料质量管理组主任崔智焕说出了自己内心深处的想法："认识新人，赋予了我更好适应NOROO的动机。以后大家都会成为彼此珍贵的资源。"

课程不仅传授高效工作和顺畅沟通的技能，也为新员工提供了多元化的视角和具体建议。NOROO COIL COATING主任林昭連对培训给予了高度评价，她认为通过多元化的培训，学到了NOROO人的思维方式。NOROO Automotive Coatings财经组代理朴成鎬认为此次培训最大的作用是帮助其在商务礼仪细节方面查漏补缺，他还决定在今后实际工作过程中更加注意。

接受采访后，一行人再次回到教室，很快集中注意力，再次专注于讲师的课堂之中。在经过外部讲师授课、与管理层会餐、工厂参观学习等一系列活动后，新员工对NOROO有了更深入的了解，重新审视自己作为NOROO人的姿态和态度，同时彼此间形成了共鸣，建立了纽带。他们的能量在培训过程中融为一体，共同谱写NOROO的全新篇章。



Choi Ji-hwan, Manager  
NOROO PAINT Quality Control Team

"I started my first social journey with my job at NOROO PAINT. I look forward to growing alongside the peers I met in this five-day course, sharing both the joys and challenges."



Lim So-yeon, Manager  
NOROO Coil Coatings

"I aim to practice the leadership and followership skills I learned during the training, enhancing both my personal abilities and teamwork to become an indispensable part of the organization."



Park Sung-ho, General Manager  
NOROO Automotive Coatings Finance Team

"I'm determined to build on the strong foundation that my seniors have established at NOROO and demonstrate my capabilities. I look forward to the opportunities that lie ahead!"



# Colors to Ascend From Pop Art’s Impressions to Deeper Understanding

THE MASTERS OF AMERICAN POP ART WITH NOROO PAINT

The largest-ever domestic exhibition of The Masters of American Pop Art, featuring over 190 works by eight renowned American pop art-ists, opened on May 1st and ran until September 18th at Anyoung Insadong. NOROO PAINT joined in enhancing the chromatic vibrancy and density of this exhibition, which showcased the diverse works of legendary pop artists such as Roy Lichtenstein and Andy Warhol.

## 从波普艺术的印象 到理解的色彩

美国波普艺术大师展with NOROO PAINT

5月1日至9月18日, 韩国历代规模最大的“美国波普艺术大师展”在“你好仁寺洞”举办, 展出美国8名波普艺术大师的190余件作品。本次展览以著名波普艺术家罗伊·利希滕斯坦、安迪·沃霍尔等为开端, 重点展现大师们五彩斑斓的多面化。纳路涂料的加入, 进一步提升了展览的色彩度和密度。



### FACE TO FACE WITH THE ESSENCE OF POP ART

When thinking of pop art, it’s easy to imagine cartoonish draw-ings, vibrant colors, and striking images reminiscent of com-mercial advertising. Such associations are natural, as pop art is known for using images and themes drawn from mass media and advertising. The genre, however, also represents a deep explora-tion of art itself, offering a wide range of themes and styles while engaging in a meaningful dialogue with society. The Masters of American Pop Art was designed to reveal the multifaceted na-ture of pop art, which has often remained hidden from view. The exhibition began with Roy Lichtenstein, a leading figure in pop art, and continued with artists such as Jasper Johns and Robert Rauschenberg, who laid the groundwork for American pop art, as well as Robert Indiana and James Rosenquist, who ex-panded the boundaries and potential of the genre. The exhibition provides detailed descriptions of the artists’ backgrounds, the societal issues of the time, and the relationships between the artists, offering a deeper understanding of pop art. When view-ers finished appreciating all the artwork, text, and videos on the site, they were bound to leave with a whole new outline of pop art. From the beginning to the end, NOROO PAINT guided visitors’ experience with its vibrant colors.

### AN EXHIBITION GUIDED BY COLORS

The entrance to the exhibition was designed to demonstrate overwhelming clarity, with black-and-white portraits of the art-ists, towering, heavy black walls, and bright yellow typography for the exhibition title. Upon entering Roy Lichtenstein’s section, the contrast of white and blue hits you with a refreshing sense of liberation. Lichtenstein’s painting style, which applied the aes-thetics of commercial illustration and comics to the canvas, was further accentuated by the clear-cut and somewhat playful blue of NOROO MD 6180 Periwinkle. His series of works, displayed against a backdrop of diagonally placed NOROO MD 7103 Cold



### 邂逅波普艺术的精髓

一提到波普艺术, 我们最先想到的是如同漫画一般的画风、华丽的色彩, 以及不亚于商业广告的强烈图像冲击力。之所以会产生如此联想, 是因为波普艺术这项美术形式最大的特点之一就是从小众媒体和广告中挪用图像和主题。与此同时, 波普艺术通过对美术本身的深入探究, 展现多元化主题和宽泛风格, 与社会深度对话, 认真思考社会问题。“美国波普艺术大师展”的策展目的是展现此前未能全面展出的波普艺术的多面化。展览由被誉为波普艺术教父的罗伊·利希滕斯坦打头阵, 随后是奠定美国波普艺术框架的贾斯培·琼斯和罗伯特·劳森伯格, 以及拓宽领域同时展现可能性的罗伯特·印第安纳、詹姆斯·罗森奎斯特等。除艺术家简介外, 还会详细介绍时代背景、当时的社会热点和艺术家之间的关系, 帮助参观者深入了解波普艺术。在展厅欣赏过所有作品、文字和影像后, 相信一定会改变自己之前对波普艺术的印象。从始至终, 纳路涂料都会用五彩斑斓的颜色为您导览。

### 用色彩导览的展览

画家的黑白照片、层高极高的内敛黑墙, 以及醒目的黄色字体排印的展览名称, 一切装饰使得展览入口就给人一种极具冲击力的色彩明视性。进入展厅, 最先来到的是罗伊·利希滕斯坦展区, 白色和蓝色的经典撞色, 形成一种清爽的解脱感。利希滕斯坦的绘画特点是将商业插画和漫画美学相结合, 这一画风在 NOROO MD 6180 Periwinkle清静又自然的蓝色中更显突出。其系列作品被悬挂在以斜线设计的NOROO MD 7103 Cold Yellow色彩中, 目的就是要参观者集中参观。





Yellow, invites you to behold them as a collection intended by the exhibition.

Meanwhile, Andy Warhol's section begins with NOROO BT 7027 Spicy Pink, a shade reminiscent of the petals in his Flowers series. This pink, blending with the artwork, oozes with Warhol's signature artificial fragrance. The combination of the soft pink of NOROO BT Pinkish Pastel, the stark black note of NOROO Black, and the intense silkscreen works highlighted Warhol's dominance as an icon of modern art.

The following section, greeting visitors with portraits of four key artists under the title "The FAB 4," a line borrowed from the Beatles, was the exhibition space for Jasper Johns, adorned with yellow, and Robert Rauschenberg, whose space was filled with NOROO VV 8033 Carrot Candy. The exhibition continued with NOROO BT 7208 Iris Punch in Robert Indiana's section, NOROO BT 7090 Tulip Yellow in Jim Dine's corner, and NOROO MD 6144 Diffuser Green in Tom Wesselmann's area, which was specially designed as a separate room for his more "R-rated" works. NOROO's colors naturally divide each section, highlighting the artists' individuality and aesthetics and keeping the flow cohesive and engaging, preventing the distraction to which massive exhibitions often succumb. As a reminder of this role, a monitor in the photo zone at the last spot of the exhibition played a video from NOROO PAINT's "Color Sound" series.

**FROM IMPRESSION TO UNDERSTANDING**

The journey through the pop art masters' show might have ended, but the exhibition went on. This massive exhibition, which delved into the history and meaning of pop art, bridging the past and present, transitioned into a special display featuring a dozen contemporary Korean pop artists, highlighting the connections and influences of the genre. Here too, NOROO PAINT contributed by covering the exhibition space with Soon & Soo's white paint, helping to bring the viewing experience to a close.

At the first stop of a world tour that will travel across Asia, the Americas, Europe, and Oceania over the coming years, visitors in Seoul could move from a "strong impression" of pop art to a "deep understanding" by following the meticulously placed colors. The exhibition came to a close on September 18th with widespread acclaim.

安迪·沃霍尔展区以NOROO BT 7027 Spicy Pink开始。这种粉色完美复刻了安迪·沃霍尔《花》系列中花的颜色。不仅和作品相辅相成，还强烈传递了艺术家特有的人造香。NOROO BT Pinkish Pastel的多种粉色、NOROO Black的庄严黑色和强烈的丝网印刷作品构成一个完整的整体，传递着作为现代美术符号的安迪·沃霍尔的力量。

下一个展区迎接参观者的是一幅名为《The FAB 4》的肖像画，画中借用“披头士”的形象描绘了本次展览中四位举足轻重的四位艺术家。这里是以黄色装饰的贾斯培·琼斯和充斥着NOROO VV 8033 Carrot Candy色彩的罗伯特·劳森伯格的展区。罗伯特·印第安纳展区使用了NOROO BT 7208 Iris Punch，吉姆·戴恩展区使用了NOROO BT 7090 Tulip Yellow。特别值得一提的是，汤姆·韦塞尔曼展区因为仅限成人观看而设置了独立空间，这里选用了NOROO MD 6144 Diffuser Green。NOROO色彩将不同空间自然划分，突显艺术家的个性和美学，成功避免了大型展览很容易出现的杂乱无章的问题，提高了展览流程的集中度。似乎是为了让参观者注意到NOROO色彩的作用，在展览结束前的拍照区前，还特别在大屏幕上播放纳路涂料的《色彩声音》视频。

**从印象到理解**

告别波普艺术大师展，继续探索下一场展览。大型“波普艺术大师展”通过庞大的作品和丰富的解说介绍了波普艺术的历史和意义，探讨了波普艺术的前世今生。接下来是韩国波普艺术特别展，展出了当今最活跃的12名韩国波普艺术家的作品，彰显其连接纽带和影响力。纳路涂料同样选择“纯&秀”的White涂料装饰这一展区，营造氛围感。

“环游世界”展览计划未来几年在亚洲、美洲、欧洲、澳洲四大陆巡回展出，而首尔是其开幕第一站。在首尔，参观者可以跟随精心设计的色彩，从对波普艺术的“强烈印象”到达“深刻理解”的世界。展览在9月18日圆满落下帷幕，好评如潮。





# Colors Enriched With Sweet Flavors: Haribo Happy World

HARIBO HAPPY WORLD IN JEJU WITH NOROO PAINT

The sweet and sour flavors and squishy yet chewy texture—these are the things that immediately spring to mind when people lay their eyes on Haribo Jelly, the German snack that has spread across the world. If you’re someone who loves to chew on cute jelly teddy bears forever and ever, you’re in for a treat. The Haribo Happy World has opened its gates in Jeju. NOROO PAINT enriched the event with Haribo’s signature sweetness by replicating the jelly bears’ colors right onto the exhibition site.

## 甜甜的色彩 小熊软糖欢乐世界

HARIBO Happy World in Jeju with NOROO PAINT

映入眼帘那一瞬间，酸酸甜甜的味道和柔软又不失嚼劲的口感仿佛在口腔中散开，从德国走向世界的零食——哈瑞宝 (HARIBO) 软糖。随时随地都想来上一颗，放在嘴里大嚼特嚼的可爱软糖。如今，小熊软糖欢乐世界 (HARIBO Happy World)，这个专属于可爱软糖的世界在济州开门营业啦。纳路涂料完美复刻哈瑞宝的颜色，让整个展厅充斥着其特有的香甜感。

### HARIBO, THE AGENT OF HAPPINESS

Haribo takes its name from the first two letters of its founder, Hans Riegel, and Bonn, his hometown in Germany. The candy made with a bag of sugar from a backyard turned into jelly, then transformed into a jelly bear called Goldbären, which has been cherished by fans across more than 120 countries for over a century. “Kids and grown-ups love it so—the happy world of Haribo.” That is Haribo’s brand slogan, which you can taste with the tip of your tongue; too bad the moment of happiness lasts only for a moment as the bag of jellies disappears in an instant after you start chewing on the gummy bears. Well, there’s no need to be let down. Haribo Happy World sent us an invitation to let us shake off the disappointment. With “Invitation From Jelly Island” as its theme, the exhibition of Haribo Happy World in Jeju offers you the chance to relish in the joy of Haribo, which will last at least two hours.

### INVITATION TO COLOR-COATED JELLY ISLAND

Visitors to the Haribo Happy World are welcomed by a yellow Goldbären at the entrance, with a blue wall in the background. This creates a mood as if you were embarking on a journey by opening an invitation after crossing the bright, blue Jeju sea. The crystal-clear NOROO VV 8103A Solitude and the wall filled with the cheerful yellow, NOROO VV 8044 SunnydayBliss, lead the jolly trip with the red gummy bear, colored in NOROO VV 8012 Tangerine Red, greeting the visitors with “Be together everyone, be happy, Haribo!”

The first booth, the Hariborian’s Room, is filled with various merchandise that demonstrates Haribo’s century-long history, where the NOROO BT 7093 Mineral Yellow’s soft tone fills the visitors’ sight with their long and fond memories of Haribo. When you take your steps across the Giant Colorful Pier from the bookshelf holding collections, you will find yourself in the mystical Wild Gummy Sanctuary. The sanctuary surrounds you with a video that shows you the everyday lives of jellies running around



### 传递快乐的哈瑞宝

哈瑞宝一名分别取自其创始人汉斯·黎格 (Hans Riegel) 的名字前两个字和其故乡——德国波恩 (Bonn) 的前两个字。最初,这只是汉斯·黎格用一袋糖,在自家小后院做出来的白糖软糖。后来推出金熊软糖 (Goldbären)。经过了一个多世纪,如今的哈瑞宝成为了受全球120多个国家和地区喜爱的糖果品牌。“大人小孩都说好,快乐品尝哈瑞宝。”,这是哈瑞宝的广告语。哈瑞宝让快乐跃然舌尖,遗憾的是一包软糖很快就会被“消灭”,快乐的时光过于短暂。为了弥补这一遗憾,小熊软糖欢乐世界向我们发来了邀请函。小熊软糖欢乐世界济州以“来自软糖岛的邀请”为主题传播哈瑞宝的快乐,让参观者可以乐享足足两个小时。

### 邀您走进色彩装点的软糖岛

一进入小熊软糖欢乐世界的入口,最先映入眼帘的是站在蓝色墙壁前欢迎大家的黄色金熊。让人仿佛打开了从济州蔚蓝大海漂洋而来的邀请函,氛围感直接拉满。清凉醒目的蓝色、NOROO VV 8103A Solitude、由宛如祝福的阳光般的NOROO VV 8044 SunnydayBliss粉饰的灿烂的黄色墙壁,还有使用NOROO VV 8012 Tangerine Red描绘的红色小熊软糖向大家热情地召唤“大家一起来,快乐哈瑞宝!”。一切的一切,都是为了给参观者开启一段通往软糖岛的快乐旅途。

第一个展区是“哈瑞宝糖粉 (HARIBOian) 之屋”,随处可见承载哈瑞宝百年历史的周边商品。在NOROO BT 7093 Mineral Yellow的柔和黄色的衬托下,哈瑞宝在过去



in nature, making splashy sounds as they run about. NOROO MC 2020A Moon Shade, a light gray note, was used to best express the night and day of the video. Next, the rich-green NOROO MD 6126 Dark Peridot guides you to Haribo Beach Town with an ambiance that emits the fragrance of a lush forest. When you arrive at the beach, you'll be looking for treasures scattered throughout the town through the media game that offers Haribo Jelly's wide range of flavors, shapes, textures, and stories as you run along the sandy beach of fresh, glittering, sour powder. Inside the town is the Colorful Track, the visitors' favorite picture-taking spot adorned with NOROO PAINT's colors and the silhouette of Goldaren, Haribo's signature character. Meanwhile, the Haribo Town Hall, which introduces visitors to Haribo's century-long history and the corporate office room, distinguishes itself in the calmest and coziest manner by blending in with the woody tone of the exhibition with NOROO WT 1053 Papyrus. Next, the event mesmerizes you with numerous experience zones, including the Undergummy Tunnel, where you can meet a variety of sea gummy bears, and the Happiness Production, the place to look into Haribo's jelly production process. The experience doesn't end there, as the exhibition guides you to the Colorful Palette, a colossal window jam-packed with Haribo beads to create resplendent rays like stained glass, and the Mega Party Station, where you can send gummy bears out to space through games. Before you know it, you'll encounter the last zone, Annyeong Haribo, Goldbear. If you haven't reached your heart's content, you'll be able to appease yourself at the Haribo Store on the second floor. The myriad of merchandise, including gummy bears, stationery, and clothing, as well as limited products from Jeju, will let you leave the exhibition with cherished memories of Haribo intact.

### THE WORLD WHERE EVERYONE IS HAPPY

One thing unique to Haribo Jelly is the variety of colors that express the gummy bears' sweet and sour tastes. This explains why replicating Haribo's signature colors in their exact spectrums at the exhibition was crucial. The manager of Haribo

Happy World said, "Our exhibition needed a splash of colors expressed in the most exquisite ways, and NOROO PAINT sprang to our mind first to make that happen for us. The production company also wished to collaborate with NOROO PAINT because it was a brand that positively drew the images of exhibitions by creating the highest quality of colors within a space. That was why we actively advocated working with the NOROO." The manager added that NOROO's Soon & Soo All Cover perfectly displayed red and yellow tones despite yellow being a challenging color to develop. "The myriad variety of colors also let us find the perfect match for the exhibition," said the manager, thanking NOROO PAINT. Soon & Soo All Cover's vivid tones embellished Haribo Happy World to resonate with the jolly energy unique to Haribo. If you're seeking a chance to enjoy Haribo's flavors with your eyes through colorful lenses, indulge yourself in the invitation to Haribo Happy World's jelly island. Everyone, regardless of gender and age, will surely be happy.

漫长岁月中的发展历程也显得更加丰富。书桌上摆满了收藏品，沿着书桌之间的超大型多彩之路，即可到达神秘的野生软糖保护区。在这里可以通过视频了解软糖的一天，看他们扭动着Q弹的身体，“吧嗒吧嗒”地投入大自然的怀抱。为了完美区分视频的白天和黑夜，特别在这里使用了浅灰色，即NOROO MC 2020A Moon Shade。

深绿色NOROO MD 6126 Dark Peridot仿佛散发着浓郁的森林香气，顺着它的指引，即可到达哈瑞宝海滨小镇。这里有清爽的酸酸粉海滩，在闪闪发光的海滩旁设有介绍哈瑞宝



软糖的各种口味、造型、口感和历史等信息的多媒体游戏，通过这些游戏可以探寻软糖岛的宝物。有一个打卡拍照点绝对不能错过，那就是由哈瑞宝经典金熊剪影和纳路涂料色彩共同打造的五彩跑道。这里还有一间软糖村会馆，除了可以看到哈瑞宝的百年历史介绍外，也是办公室的所在地。这里的展览整体选用木质色调，NOROO WT 1053 Papyrus很好地诠释了温暖沉稳的特别氛围感。接下来是各种体验空间，如软糖海底隧道，可以邂逅各式各样的海洋软糖；快乐工厂，可以体验哈瑞宝软糖制作工艺；多彩调色盘，在大窗户上贴满了哈瑞宝软糖串珠，像彩绘玻璃花窗一样营造出灿烂的光彩；元宇宙派对宇宙空间站，通过游戏向宇宙发射哈瑞宝软糖。时间就这样在各种体验中飞速流逝，不知不觉就走到了最后一个叫做“再见，哈瑞宝金熊”的展区，这里的巨型金熊会欢迎大家离开。如果觉得意犹未尽，二楼还有哈瑞宝小店等待大家解锁。这里准备有软糖、文具、服装等琳琅满目的哈瑞宝周边商品和济州限定款商品，让您可以在离开这里前带走与哈瑞宝的回忆。

### 所有人快乐的世界

哈瑞宝的特点之一就是通过色彩视觉传递软糖酸酸甜甜的味道。正因如此，在展厅完美复刻哈瑞宝的经典颜色显得尤为重要。哈瑞宝欢乐世界负责人称：“这场展览要求我们必须高水平呈现缤纷色彩，因此我们第一时间想到了纳路涂料。纳路涂料可以通过呈现一流的空间色彩，提高展览的正面形象。不仅是我们，制作公司也是积极提议与纳路涂料合作。”众所周知，黄色是最难显色的颜色，“纯&秀 All cover”为展览提供了最完美的黄色和红色效果。“颜色非常多样化，完美呈现了我们想要的颜色。”负责人向NOROO涂料表达了感谢。

纳路涂料选择纯&秀 All cover装点哈瑞宝欢乐世界，鲜艳色彩传递了哈瑞宝特有的明朗活力。如果想亲身体验用颜色感受哈瑞宝的味道，一定不要拒绝哈瑞宝欢乐世界软糖岛的邀请。毫无疑问，所有人都会在这里找到快乐。



You can enjoy Haribo Happy World to the fullest with its exclusive app. A painter Goldbaren will appear as you scan the AR marker with your phone.





## Sharing the Future Vision of the Automotive Refinish Paint Market

NOROO PAINT HOSTS SEMINAR FOR NEXT-GENERATION MANAGERS OF MOBILITY DEALER SHOPS

NOROO PAINT held a two-day seminar for the next generation of managers of NOROO mobility dealer shops from July 12th to 13th at a resort in Danyang-gun, Chungcheongbuk-do. This seminar, which included a curriculum designed to help participants respond to the rapidly evolving market environment for automotive refinish paint, was attended by around 20 next-generation managers.

### 分享汽车维修市场的 未来愿景

纳路涂料面向“汽车特约店新一代经营人”举办研讨会

7月12日至13日, 纳路涂料在忠清北道丹阳郡的某度假村, 召开了为期两天的“2024汽车特约店新一代经营人研讨会”。当前汽修市场瞬息万变, 本次研讨会的重点就是提供有助于应对这一市场环境的课程。共有20余名新一代经营人参加了本次研讨会。



### GATHERING OF NEXT-GENERATION MANAGERS

The automotive refinish paint market is experiencing significant changes due to advancements in automotive technologies, such as electric vehicles and autonomous driving, coupled with increasingly stringent environmental regulations of the government. In response to the rapidly changing business environment of NOROO dealer shops in mobility areas that specialize in automotive refinish paints, NOROO PAINT organized the 2024 Seminar for NOROO Mobility Dealer Shops' Next-Generation Managers to equip the participants with the necessary adaptation tools.

The seminar was attended by around 20 managers from across the country who are taking on new business challenges, following in the footsteps of the first generation that led the automotive refinish paint industry since the 1970s and 1980s. NOROO PAINT meticulously crafted a fulfilling two-day curriculum that included lectures on managing their chains swiftly to adapt to changing market conditions and customer needs, sessions to further strengthen managerial capabilities, and the introduction of new mobility products.



PAINT official expressed the event's prospects, saying, "We hope this seminar has been beneficial to the next-generation managers, and we look forward to continued communication between headquarters and the dealer shops."

### BUILDING THE FUTURE MARKET TOGETHER

The first day of the 2024 Seminar for NOROO Mobility Dealer Shops' Next-Generation Managers began with lectures by external experts on content such as customer support, communication, taxation, tax laws, and leadership. On the second day, NOROO PAINT's technical and planning teams introduced the features and quality strengths of NOROO PAINT's key 2024 mobility products. The team members provided training on the characteristics of the new products and painting methods to enhance understanding. They also discussed the current state of the automotive refinish paint market and future vision, establishing and sharing a forward-looking direction.

In addition to the lectures, the seminar also included time for solidarity and interaction, where the next-generation managers met with NOROO dealer shop owners from other regions. They shared the concerns they had experienced throughout their business operations, know-how, and new ideas while building networks and forming future-oriented partnerships.

NOROO PAINT organized this seminar to support the next generation of managers in navigating the changing environment of the automotive refinish paint market and achieving mutual sales growth. A NOROO



### 齐聚一堂的新一代经营人

随着电动汽车、自动驾驶汽车等汽车技术飞速发展, 以及政府不断收紧的环保标准, 汽车修补漆市场正在经历剧变。这一变化也严重影响着专门处理汽车修补漆的汽车特约店的经营环境。为了应对这一情况, 纳路涂料特别召开了“2024汽车特约店新一代经营人研讨会”。

新一代经营人是指继20世纪七八十年代起引领汽车修补漆产业的第一代经营人之后的年轻经营人, 他们正在以全新的事业方式进行挑战。本次研讨会吸引了来自全韩的20余名新一代经营人参与其中。纳路涂料为期两天的研讨会做了精心准备, 课程内容十分丰富, 除了可以快速应对市场情况和顾客需求的代理店运营方法和提升经营能力的方法外, 还介绍了汽车新产品等。

### 齐心开拓未来市场

“2024汽车特约店新一代经营人研讨会”的第一天, 由外部特邀专业讲师授课。当天课程的主要内容包括响应客户需求与交流、税务与税法、领导力等。第二天, 由纳路涂料技术组和企划组工作人员重点介绍了纳路涂料的2024主推汽车产品的功能和质量优势。一线工作人员教授了新产品的特点和涂装方法, 帮助与会人员理解产品, 同时对汽车维修市场的现状和未来愿景等内容进行了说明, 树立并分享了今后的发展方向。

课程以外, 研讨会还准备了团建活动和交流时间等, 让新一代经营人有机会与在其他地区经营店铺的特约店主交流, 分享经营中遇到的困难、积累的经验和新创意, 形成联络网, 构建未来指向型伙伴关系。

纳路涂料筹办此次研讨会的目的是携手新一代经营人, 共渡汽车修补漆市场环境变化这道难关, 谋求双方的收益增长。纳路涂料有关人士称: “希望本次研讨会能够对新一代经营人有所帮助, 今后还将通过持续的交流推动总公司和特约店的共同发展。”



NEWS BRIEFING



NOROO PAINT Confirmed as Developer for Aerospace and Defense Sealant Localization

NOROO PAINT & COATINGS.

NOROO PAINT CONFIRMED AS DEVELOPER FOR AEROSPACE AND DEFENSE SEALANT LOCALIZATION

NOROO Paint & Coatings (“NOROO PAINT”) has been chosen by the Ministry of Trade, Industry and Energy as the developer for the Super-Gap Technology Development and Demonstration Project for Aerospace and Defense Sealant Materials, marking the beginning of its efforts to localize sealant production. The Korea Conformity Laboratories, a specialized organization in testing, evaluation, and certification, and Gyeongnam Technopark will also participate in this project, contributing to establishing the demonstration infrastructure.

The Ministry plans to invest KRW 34.4 billion, including KRW 20 billion in government funding, over five years until 2028 to develop the technology and build a certification support system for the localization of sealants used in the aerospace and defense sectors. Beginning this year, NOROO PAINT will initiate the development of sealant products for fuel tank protection and corrosion prevention in harsh environments applied to airframes in an effort to secure technology unrivaled by competitors. Moreover, the company will collaborate with Korea Aerospace Industries (KAI), a key client, on technology development and demonstration activities.

Aerospace and defense sealants are critical functional materials used in aircraft maintenance, repair, and overhaul, serving multiple purposes such as preventing fuel tank leakage, maintaining cockpit and cabin pressure, preventing bolts loosening during flight, and ensuring airtightness at part junctions. Accordingly, these sealants must maintain consistent performance under extreme conditions, including repeated exposure to ultra-low and ultra-high temperatures, which sets them apart from standard industrial sealants. Since there have been restrictions on foreign technology transfers, domestic businesses like KAI have long emphasized the need for localization, as they have relied entirely on imports until now.

The sealants developed by NOROO PAINT are expected to be a high-value business with broad applications beyond aerospace and defense, including in sectors such as railroads, shipbuilding, construction, automobiles, and

future air mobility. This project is not just about the present but also about the future, as it is anticipated to enhance NOROO's technological capabilities while contributing to the advancement of Korea's industrial technology.

纳路涂料股份有限公司

最终被选为“航空航天和国防产业用密封剂”国产化开发公司

纳路涂料最终被选定为由产业通商资源部征集的“航空航天和国防产业用密封剂材料超级差距技术开发及实证项目”开发公司，着手进行密封剂国产化。试验、评价、认证专业机构韩国建设生活环境试验研究院 (KCL)、庆南科技园也将参与此次项目的实证基础构建课题。

产业通商资源部计划截至2028年，5年间共投入344亿韩元，其中包括200亿韩元国家经费，构建用于航空航天和国防产业领域的密封剂国产化技术开发和实证认证支援体系。纳路涂料从今年开始着手进行“燃料箱保护及严酷环境机身防腐蚀用密封剂产品开发”，以确保超级差距技术。此外，还计划与有需求的企业KAI (韩国航空航天) 联合，进行技术开发并开展实证业务。

航空航天和国防产业用密封剂是飞机制造和维修 (MRO) 的核心功能材料，其用途非常广泛，如防止燃料箱泄漏、保持驾驶舱和客舱压力、防止飞行中零件松动、保持零件焊接面气密性等。即使反复暴露在极低温和极高温等极端环境中，也必须保持同样的性能，因此与一般产业用密封剂材料不同，需要具备最高水平的性能。由于从海外引进技术受到限制，所以到目前为止全部依赖进口，因此韩国国内有需求的企业 (KAI等) 不断提出国产化的必要性。纳路涂料开发密封剂是高附加值项目，除了航空航天和国防产业外，还可以扩大用于铁路、造船、建筑、汽车、未来航空移动出行等多个领域，有望提高NOROO的技术能力和韩国产业的技术能力做出贡献。

NOROO PAINT FULFILLS ESG MANAGEMENT: FIRST IN THE INDUSTRY TO ACQUIRE ISCC PLUS ECO-FRIENDLY CERTIFICATION

In August, NOROO Paint & Coatings (“NOROO PAINT”) became the first company in Korea's paint industry to earn the globally recognized International Sustainability & Carbon Certification (ISCC) PLUS certification for eco-friendly materials.



NOROO PAINT Fulfills ESG Management: First in the Industry to Acquire ISCC PLUS Eco-Friendly Certification

The ISCC PLUS certification is a voluntary scheme that verifies sustainability and low-carbon product production across the entire supply chain—from raw material acquisition to production and sales—under the European Union's Renewable Energy Directives. With over 140 global raw material manufacturers and research institutes registered as members, the certification involves a rigorous verification process that can take up to eight months, and it is considered one of the global eco-friendly certifications with the highest level of reputation.

NOROO PAINT has validated its system for producing eco-friendly acrylic paints using styrene derived from plant-based raw materials and waste plastic pyrolysis oil instead of traditional petroleum-based styrene. This achievement proves that the company acquired a production system certification for all paints made with eco-friendly styrene, ensuring expedited conversion into a circular economy of reusing resources and securing the supply system's sustainability based on a transparent chain of custody and traceability.

NOROO PAINT continues to lead the eco-friendly paint market, exemplifying its commitment to environmental, social, and governance (ESG) management by unveiling a series of sustainable, environment-friendly technologies that stay miles ahead of its competitors. This effort includes the introduction of Korea's first U.S. Department of Agriculture-certified bio-based paint. The company also bolstered its position in the closed-loop-recycling ecosystem by launching recycled paint made from discarded automotive windshields and securing Recycled Content Verification for its “steel-recycled anti-rust paint.” Recycled Content Verification is an internationally recognized certification from the U.K.'s leading testing, inspection, and certification agency, Intertek.

To bolster its position as a chemical company trusted by customers, NOROO PAINT is committed to developing supply chain technologies that facilitate resource recycling from the production stage. Starting with the ISCC PLUS certification, the company plans to build a circular economy in collaboration with partners from various industries.



NOROO PAINT Participates in the 2024 White Roof Installation Support Project

获得业界首个“ISCC PLUS”环保认证，实践ESG管理

今年8月，纳路涂料获得韩国涂料界首个全球环保材料认证“ISCC (International Sustainability&Carbon Certification) PLUS”。

ISCC PLUS认证是以欧盟 (EU) 的可再生能源指令 (RED, Renewable Energy Directives) 为标准，对从采购原料到生产、销售全过程的可持续性和低碳产品生产系统进行检验的制度。其会员包括140多家全球原料制造商和研究机构，严格的验证过程长达8个月，被认为是具有公信力的环保认证。

纳路涂料利用植物性原料和废旧塑料热分解油生产苯乙烯 (Styrene)，用其代替现有石油基苯乙烯来生产环保丙烯酸涂料，这一系统通过了检验，并获得了此次认证。这使所有投入环保苯乙烯生产涂料的生产系统获得认证，而通过认证，可以加速循环经济转型，实现资源的重复利用，并以明确的CoC (管理连续性) 和可追溯性为基础，带来供应系统的可持续性。纳路涂料宣布实施ESG管理，并连续发布可持续且环保的超级差距技术能力，包括韩国首次获得USDA认证的生物涂料，以此来引领环保涂料市场的发展。此外，自推出利用废旧汽车前挡风玻璃生产的再循环涂料以来，今年“钢铁再循环防锈涂料”获得由世界规模最大的试验、检测、认证机构——英国天祥 (Intertek) 颁发的回收再生材料认证 (Recycled Content Verification) 等，在构建资源循环生态系统方面确保了竞争力。

为了发展成为深受客户信赖的化学企业，纳路涂料正在开发产品供应链技术，以便从生产阶段开始就能形成资源循环。以ISCC PLUS认证为开端，纳路涂料计划与不同产业的客户公司合作，构建循环经济生态系统。

NOROO PAINT PARTICIPATES IN THE 2024 WHITE ROOF INSTALLATION SUPPORT PROJECT

NOROO Paint & Coatings (“NOROO PAINT”) has participated in the 2024 White Roof Installation Support Project, organized by the Busan Metropolitan Government and the Busan Chapter of Korea Institute of Registered Architects, for the sixth consecutive year.

This public-private partnership initiative offers free installation of white roofs (insulating paint) to enhance the living conditions of vulnerable populations and reduce their energy expenses. With increasingly stringent regulations aimed at cutting carbon emissions to combat global warming and climate change, insulating paint is highly valued for its ability to lower the



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NOROO PAINT Unveils Large-Scale Media Art at Incheon's Sangsang Platform

surface temperature, improve indoor comfort, reduce cooling energy needs, and mitigate the urban heat island effect. Since 2016, NOROO PAINT and the Busan Metropolitan Government have collaborated on the White Roof Busan pilot project, and from 2019 through this year, a total of 31 sites will be completed sequentially.

NOROO PAINT's Energy Saver Cool Roof, utilized in this project, is a highly effective insulating paint certified by the U.S. Cool Roof Rating Council, an energy-saving paint certification institute. It features a special white pigment that reflects infrared rays, lowering surface and indoor temperatures where sunlight is absorbed.

#### 参与“2024白色屋顶安装扶持项目”

纳路涂料参与了由釜山市和釜山建筑师协会主办的“2024白色屋顶安装扶持项目”，这已是连续第6年参与该项目。

白色屋顶安装扶持项目是政府与民间合作的项目，项目内容是为弱势群体免费安装白色屋顶（隔热涂料），改善弱势群体的居住环境，帮助他们节约能源费用。为了减少碳排放，减缓全球变暖和气候变化，政府加强了各种限制，而隔热涂料能降低屋顶的表面温度，帮助居住者营造舒适的生活环境，节约冷气能源，还可以缓解城市热岛效应，因此受到青睐。纳路涂料和釜山市在2016年白色屋顶釜山试点项目中结缘，从2019年开始到今年为止，一直共同开展白色屋顶扶持项目，今年计划依次对31处进行施工。

项目中使用的纳路涂料“Energy Saver Cool Roof”是高性能隔热涂料，获得了美国节能型涂料认证——CRRC认证，还添加了反射红外线的白色特殊颜料，具有降低受阳光照射的表面温度和室内温度的效果。

#### NOROO PAINT UNVEILS LARGE-SCALE MEDIA ART AT INCHEON'S SANGSANG PLATFORM

In August, NOROO Paint & Coatings (“NOROO PAINT”) unveiled a large-scale media art installation and floor design at Sangsang Platform in Jung-gu, Incheon.

Sangsang Platform, a revitalized cultural facility, was part of Incheon's

project of transforming an old grain warehouse built in the 1970s at Incheon Port into a prominent space for residents and a key highlight of the city's cultural scene. Located near Incheon Station, the facility's high accessibility has made it a rapidly emerging forefront in the city's urban regeneration efforts.

NOROO PAINT utilized its color technology and design expertise to enhance the lounge area on the first floor of Sangsang Platform's Museum L. This includes a distinctive media art installation and vibrant design elements, offering unique visual and auditory experiences. A towering six-meter kinetic LED display in the lounge showcases “Color Sound” media art, providing a delightful experience for both the eyes and ears. Moreover, the lounge floor features a colorful photo zone with curved patterns inspired by the properties of paint and seawater, creating an engaging environment for visitors to enjoy alongside the media art.

A NOROO PAINT official said, “We are proud to present our color technology and spatial design expertise at Incheon's new landmark, Sangsang Platform. We hope that visitors will appreciate the high-quality content and experience the dynamic media art displayed on our kinetic screens.”

#### 在仁川地标“想象平台”展示大型媒体艺术

今年8月，纳路涂料在位于仁川中区的想象平台展示了大型媒体艺术和地板设计。

想象平台前身是20世纪70年代在仁川港建立的老旧谷物仓库，为使其变身为市民熟悉的空间，以及仁川的代表性内容，仁川市经过翻修将其改造成了复合文化设施。其位于仁川站附近，交通便利，正迅速成为仁川市新的城市再生地标。

纳路涂料利用色彩技术和设计能力，在想象平台MUSEUM L一层主休息大厅展现了标志性媒体艺术和色彩鲜艳的设计，带来具有差异化的影像美和疗愈之音。通过设置在主休息大厅的高6米的超大型动态LED显示屏，展示了让人大饱眼福和耳福的“色彩之音”媒体艺术，而在休息大厅的地板上，则着眼于涂料和



NOROO PAINT Participates in Frieze Seoul 2024 as Official Partner Three Years in a Row

海水的物质属性，用强调曲线的图案打造了彩色拍照区，与媒体艺术一起构成了可供游客享受的空间。

纳路涂料相关人士表示，“与仁川的新地标想象平台合作，展示了纳路涂料的色彩技术能力和空间策划能力”，同时“欢迎大家在仁川新地标想象平台观看高水平的内容，体验通过动态显示屏播放的纳路涂料的媒体艺术”。

#### NOROO PAINT PARTICIPATES IN FRIEZE SEOUL 2024 AS OFFICIAL PARTNER THREE YEARS IN A ROW

NOROO Paint & Coatings (“NOROO PAINT”) participated as an official “fair partner” in Frieze Seoul 2024, held at COEX, Seoul from September 4 to 7. Frieze, regarded as one of the world's top three art fairs alongside Art Basel in Switzerland and the Paris International Contemporary Art Fair in France, has been hosting exhibitions in Korea as its strategic state since 2022, recognizing the rapid growth of the cultural and artistic industries in the Asian market.

NOROO PAINT has been an official partner of Frieze Seoul for three consecutive years, joining prestigious names such as LG OLED and BMW. In addition to its role as the paint supply partner for the exhibition hall, NOROO PAINT has also been honored as a sponsor of the Best Exhibiting Gallery after receiving evaluations from the Frieze Headquarters in London, U.K. The official name of this gallery is “Focus Asia Stand Prize, supported by NOROO,” and this accolade is conferred by a distinguished jury of professional curators and directors. The sponsoring companies of such galleries are celebrated for their commitment to advancing the arts and culture industry.

During the event, NOROO PAINT installed a large media wall in the

exhibition hall, allowing visitors to engage with NOROO's innovative color technology. The media wall featured videos of “Hongchul Wonderland,” a highly acclaimed spatial art installation from Milan Design Week that drew over 20,000 visitors. As a leading global color specialist, NOROO PAINT remains dedicated to supporting diverse artistic endeavors and aims to inspire customers worldwide with its cultural and artistic contributions.

#### 连续3年作为官方合作伙伴参加“2024弗里兹首尔艺术博览会”

纳路涂料作为官方合作伙伴 (FRIEZE SEOUL 2024 FAIR PARTNER) 参加了9月4日至7日在首尔COEX举办的“2024弗里兹首尔艺术博览会”。弗里兹 (FRIEZE) 与瑞士巴塞尔艺术博览会 (ART BASEL)、法国当代艺术博览会 (FIAC) 并称为世界三大艺术博览会，在文化艺术产业急速发展的亚洲市场，其选择韩国作为战略合作国家，从2022年开始在韩国举办博览会。

纳路涂料与LG OLED、宝马等一起，自首次举办起已连续3年作为弗里兹首尔的官方合作伙伴参加博览会，还成为展厅涂料供应合作商，并经过英国伦敦弗里兹总部的审查后，被选为最佳展览画廊赞助商。最佳展览画廊的正式名称是“FOCUS ASIA STAND PRIZE, SUPPORTED BY NOROO”，由专业策展人和总监组成的特别评审团选出获奖画廊，而赞助商则由努力促进文化艺术产业发展的企业组成。

在活动期间，为了让参观者能亲身体验NOROO颇具独创性的色彩技术能力，纳路涂料在展厅内设置了大型媒体墙，并播放了空间艺术“弘喆乐园 (HONGCHUL WONDERLAND)”视频等，该视频在米兰设计周 (MDW) 曾吸引了超过2万名参观者，在当地受到广泛好评。作为全球专业色彩企业，纳路涂料今后也将积极赞助各种艺术活动，努力成为给全世界客户带来文化和艺术灵感的企业。

NOROO

NOROO Magazine | Vol. 72 (not for sale)

Class: Informational publication(Quarterly) • Registration number: Anyang Ba00022 • Registration date: March 15, 2019  
Date of publication: October 10, 2024 • Published by: Noroo Holdings Co., Ltd. • Publisher: Kang Tae-jun • Editor: Chung Suk-chan  
Planning and design: Recommunication Co., Ltd., Noroo Loginet Co., Ltd. • Photo: MAGE Studio • Printed by: Daehan Printech Co., Ltd.  
Publishing location: 351, Bakdal-ro, Manan-gu, Anyang-si, Gyeonggi-do • Inquiries: 02-2191-7700