

NOROO

# NOROO

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[WONDERLAND], VALUE ENHANCED



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What comes to your mind when you think of “Wonderland?” The dictionary speaks of a place of fairy tales and exciting stories, giving off an impression of a theme park full of thrilling rides at first thought. Still, the true meaning behind the “land of exciting and dazzling fairy tales” would be the “haven where you can enjoy the aspects of yourself in the most free and pleasant way,” going back to your childhood days and appreciating the surroundings with senses unique to you. There’s a place that created a Wonderland for the hearts of each child by assembling ideal, out-of-reality spaces with colors. Enter NOROO PAINT’s exhibition for the Milan Design Week, “Hong Chul Wonderland by Okuda San Miguel,” the vista to shake, awaken, and emanate your senses in the most unprecedented way with “Colorful Wonderland,” combined with positive energy.

WONDERLAND(仙境)是什么样的地方呢?词典中的解释是“童话之国, 充满快乐的美丽地方”, 这让人首先联想到充满有趣游乐设施的主题公园, 但是“快乐的美丽童话之国”这一描述的真正含义应该是“回到童年, 以自己独有的感觉感受周围环境, 自由愉快地享受最原本自我的地方”。是将现实中很难见到的理想国用色彩展现出来, 打造出每个人心中多彩的“只属于自己的仙境”。一个结合正能量打造出的“多彩仙境”唤醒并散发全新感觉的地方, 这里就是纳路涂料米兰设计周“Hong Chul Wonderland by Okuda San Miguel”展览。





## Powerful, Wonderful, Colorful Wonderland

NOROO PRESENTS HONG CHUL WONDERLAND BY OKUDA SAN MIGUEL

Everyone has their very own Wonderland inside their hearts. Different people have different ideals, but their Wonderlands are all the same when it comes to realizing those ideals with positive energy. When people feel a sensation of freedom, the Wonderlands buried inside their hearts sometimes glimmer and shed a surreal hue through the blocks of reality. The more often we experience such moments, the more light our Wonderlands bring into our reality. That was how NOROO showcased the splendor of “Hong Chul Wonderland by Okuda San Miguel,” flaunting explosive colors and energy to paint the Wonderlands and the Milan Design Week.

### 充满力量, 多彩又梦幻的仙境

NOROO presents Hong Chul Wonderland by Okuda San Miguel

每个人心中都有一个属于自己的仙境。每个人心中的梦想世界不同, 实现的方法也各不相同, 但有一点是共通的: 正能量会有助于实现梦想。在体验自由的瞬间, 我们心中的仙境就会发光, 在现实之间折射出非现实的光芒。这种体验的瞬间越多, 仙境的亮度就会越高, 会照亮现在和现实。“NOROO presents Hong Chul Wonderland by Okuda San Miguel”以爆发的色彩和能量为仙境和米兰设计周增光添彩。

#### NOROO, RO HONG-CHUL, AND OKUDA SAN MIGUEL CROSS PATHS

The spectrums become particularly extravagant in April for Milan, the leading city of global fashion and design. It's no surprise since Milan Design Week sets the whole city as its stage and kicks off with exhibitions of absolutely stunning visuals, surrounded by the clear sunlight and the refreshing breeze. The exhibitions here mirror current trends and uncover snippets of what may become the thing of the future. However, one show had a particularly long line of visitors, and it was NOROO PAINT's “Hong Chul Wonderland by Okuda San Miguel.”

At the start of the line was a building facade, where Okuda San Miguel's unique geometric design shot out blinding colors in multiple directions like a cut gemstone. The facade creates an overwhelming vibe, creating an eerie harmony between 3D and 2D, straight lines and curves, monochrome and multicolor. Of course, the highlight of it all would be the entrance. The wide-open mouth under the mustache becomes the very entrance that leads people into the show. Sound familiar? That's right. They are none other than the trademarks of Ro Hong-chul, the celebrity of fun and positivity. Hold on, there's a person with a peculiar outfit swerving his way through the crowd. Oh, it's just Ro Hong-chul sharing ice cream, taking pictures, and dancing with people in line to turn the exhibition into a party.

#### EXPLOSIVE SYNERGY BETWEEN COLOR AND ENERGY

“Hong Chul Wonderland by Okuda San Miguel” was literally a Hong Chul Wonderland, designed and crafted by Okuda San Miguel. The explosion of colors had been expected and became a reality when paths crossed between Okuda San Miguel, the Spanish artist who combines opposing worlds through myriad colors, inspired by new places, culture, and people, NOROO, the company specializing in colors, and Ro Hong-chul, the one who “emanates different colors non-stop by the second.”

#### NOROO、卢洪哲、Okuda San Miguel的相遇

作为引领全世界时尚和设计的城市, 米兰的4月格外绚丽多彩。这是因为在透明的阳光和凉爽的微风中, 拥有绝对视觉效果的展览将整个城市作为展厅, 拉开米兰设计周的帷幕。通过米兰设计周, 不仅可以感受到当下的流行趋势, 还可以预测到未来的面貌。在本次米兰设计周中, 有一个展览吸引了大量的游客排起了长队, 这就是纳路涂料推出的“Hong Chul Wonderland by Okuda San Miguel”。







When you go into Hong-chul's mouth, pass by the corridors full of celestial trajectories and stars, and enter the inner walls, a three-meter-tall sculpture and graphic elements with Ro Hong-chul as the motif, welcomes you with the Kaleidoscope, embracing you with all the colors in the world. No, "welcome" might not be enough. Snatch! Yes, it snatches you, pushing you into the colors, splashing hues into your eyes, and traps you inside the whirlpool of chromatic variations.

In particular, the Kaleidoscope created a space of infinitude by reflecting graphic elements 360 degrees through a triangular structure, trapping visitors inside the wonders of colors almost as if it were casting a spell upon them. Here, Hong Chul presents himself almost as a moving piece of art. Wandering around every corner of the exhibition, he splashed notes of positivity that were unique to him wherever he went, like a brush dipped in paint.

#### WONDERLAND MADE VIVID WITH COLORS

This energetic exhibition stirred an opening rush on its first day amid hopes and rumors, becoming a success by gathering a crowd of thousands daily and having to wait two hours until visitors could enter the show. When Ro Hong-chul streamed his rundown of the exhibition site through Instagram Live for the second time, viewers also doubled. "Hong Chul Wonderland by Okuda San Miguel" ushered visitors into a taste of Wonderland by creating a crack inside our times of amplified anxiety using dazzling colors, garnering around 20,000 visitors and winning headlines such as "the exhibition fit for a global design festival" and "a show for everyone regardless of their language, gender, nationality, and age" by a renowned local media company and IKEA as the "most interesting exhibition in Tortona." Of course, the exhibition also filled visitors' hearts with messages such as "Just go ahead if you want to!" and "You can do it if you try!"

In an interview, Ro Hong-chul once said, "Obtaining my very own color is what matters to me the most. When you get to have a color that is unique to you, you become the protagonist of that color." Inside the colorful Wonderland by NOROO, Ro Hong-chul,



and Okuda San Miguel, visitors discovered exceptional colors that created reflections of themselves. That sheer sight would have turned their very own Wonderlands more vivid than ever before, setting the stage for them to become the main characters.



在游客排队的建筑的正面, Okuda San Miguel特有的几何图形设计像打磨好的宝石一样, 每一面都折射出耀眼的色彩。在这座立体和平面、直线和曲线、黑白和彩色混合在一起, 充满对立的紧张和奇妙的和谐感的建筑的正面, 入口也是最精彩的部分。胡须下张开的大嘴就是入口, 因此十分吸引人, 一看到它是不是会想起某个人呢? 是的。这不就是正能量和快乐的代言人、主持人卢洪哲(Ro Hong-chul)的标志性动作吗? 等一下, 在排队的观众中, 一个穿着独特服装的人从刚才开始就格外引人注目。这个分发冰淇淋、帮人拍照、一起跳舞, 把展厅变成欢快派对的人, 正是卢洪哲。

#### 色彩和能量爆发

"Hong Chul Wonderland by Okuda San Miguel", 顾名思义, 就是由Okuda San Miguel打造的洪哲乐园。从新的场所、文化和人们那里获得灵感, 用各种色彩将不同的世界结合起来的西班牙艺术家Okuda San Miguel、色彩专业企业NOROO与“每分每秒都散发不同色彩的”卢洪哲的相遇, 让人预感到色彩的爆发, 并得以呈现。

走进卢洪哲的“嘴”里, 穿过充满宇宙飞船轨迹和星星的走廊进入内部, 高达3米的卢洪哲主题雕塑和图像、万花筒(Kaleidoscope)以各种色彩欢迎游客的到来。不, “欢迎”两个字是不足以描述那种感觉的。可以说是一下子被色彩拉入怀中, 掉进色彩中, 被卷入色彩的漩涡中。

特别是那个通过在三角结构物上360度投射图像创造出无限空间的万花筒, 似乎在施展魔法, 将观众暂时囚禁在色彩中。在这里, 卢洪哲就像一部移动的作品。展览期间, 卢洪哲穿梭于展厅各处, 就像沾满涂料的毛笔一样, 所到之处溅射着色彩, 传递了其特有的正能量。

#### 仙境, 因色彩而鲜明

这一充满活力的展览在众人的期待和口口相传中, 从第一天开始就反响热烈, 每天都聚集数千人, 入场需要等待2个小时。由卢洪哲本人亲自介绍展览现场的Instagram直播在推出第一期之后, 第二期点击量增加了一倍。作为“与全球性设计庆典相

匹配的展览”“无论语言、性别、国籍、年龄, 所有人都可以享受的展览”, “Hong Chul Wonderland by Okuda San Miguel”与宜家一起被当地权威媒体评选为“托尔托纳地区最值得一看的展览”, 吸引了2万多名观众, 在现代人生活不安加剧的时代, 用令人眩晕的色彩制造出裂痕, 令人从中品尝到了仙境的滋味。同时还注入了“想做就做吧!”“试一试就能行!”这样的能量。

在过去的一次采访中, 卢洪哲曾说过:“我最看重的就是拥有属于自己的色彩。不管是什么色彩, 只要拥有属于自己的色彩, 从那时起就会成为那个色彩的主人公。”在由NOROO、卢洪哲和Okuda San Miguel共同打造的多彩仙境中, 观众们应该已经找到与自己相匹配的独特色彩了吧。而且, 应该已经在各自作为主人公的仙境中被赋予更加生动的色彩了吧。







# NOROO'S COLORS PAVE WAYS WITH WONDERLAND

HYUN JUNG-OH, DEPUTY CHIEF OF NOROO PAINT NSDS

Garnering success at the venue worth the title of “all-time high,” the “Hong Chul Wonderland by Okuda San Miguel” exhibition was the collaborated work of the NOROO Milan Design Studio, NOROO PAINT’s Italian affiliate, and the NOROO Seoul Design Studio (NSDS), NOROO PAINT’s color design team and a research institute dedicated to color designs. We met with NSDS’s Deputy Chief, Hyun Jung-oh to grasp the background and story of how the influence of colors was unleashed starting from NOROO’s first Milan Design Week exhibition in 2019 to this year’s Wonderland show.

## NOROO的色彩, 通往仙境

纳路涂料NSDS次长玄政珉

近日, “Hong Chul Wonderland by Okuda San Miguel”展览胜利落下帷幕。由纳路涂料的意大利子公司NOROO Milan Design Studio和色彩设计专业研究所NSDS(NOROO Seoul Design Studio, 纳路涂料的色彩设计团队)共同打造的本次展览被盛赞前所未有, 在当地引发了热烈反响。记者采访了NSDS的玄政珉次长, 他讲述了从2019年的首次米兰设计周展览到今年的“仙境”, 色彩发挥各种影响力的背景和过程。



Deputy Chief Hyun Jung-oh looking through “COVER ALL.” NSDS releases “COVER ALL,” a publication of trends and designs that illustrates trending global colors and insights, offering a wide range of solutions for the efficient use of colors by numerous industries.

### VISIT TO MILAN BY NOROO, THE COLOR SPECIALIST COMPANY

NOROO marks its third participation in the Milan Design Week; its first event took place in 2019 to propagate the power of colors and showcase the company’s abilities as a color specialist. The first exhibition, “TIDES” by the Korean artist Kwang Ho Lee and the North European artist group Wang & Söderström, marked the overture of NOROO’s success by being selected as “Milan’s Top Exhibition.” After COVID-19 settled in 2023, the company garnered the love of numerous visitors by showcasing the exhibition “MIRAGE,” creating a perfect harmony between acoustic, olfactory, and visual schemes with the Polish design studio UAU Project.

This year, NOROO released “Hong Chul Wonderland by Okuda San Miguel.” This exhibition created “Wonderlands” unique to each visitor, offering an indulging experience into pure nature, dazzling fantasy, and overwhelming passion through colors that churned out infinite variations as they spread, smeared, shot up, and collided with each other. It’s no surprise NOROO’s Milan Design Week exhibitions took so long, as their massive scales required meticulous preparations to promote the company’s creativity through the experience of the power of colors.

### COLORS, THE FIRST CHAPTER IN THE RACE FOR EXHIBITIONS

“When the exhibition ends, we immediately prepare for the next one. After the end of the show in April, we review it in May and then move on to contacting exhibition sites and selecting artists in June. The Milan Design Week is actually a fierce competition, as the event hosts over 800 brands and 2,000 events during the one-week period. It is

crucial that you find the perfect spot to attract visitors’ attention ever so slightly more,” said Chief Hyun, never stopping to stress the importance of the exhibition’s location. This year’s exhibition also took four to five months to confirm its location, as the staff considered access, attention potential, total area, and the popularity of adjacent brands.

“We also specify the exhibition theme during that time. This year’s theme was derived from ‘the ultimate anxiety.’ The never-ending climate change, wars, and unprecedented growth of AI

are stirring anxiousness inside humanity’s very existence. From the aspect of colors, we thought our shot at breaking through these anxieties lay within ‘instant creativity,’ the capability unique to humans. Here, we sprinkled Ro Hong-chul’s optimism and combined Okuda San Miguel’s geometric and colorful world to amplify his optimism, leading to the “Wonderland” theme.”

Ro Hong-chul, who had understood NOROO’s philosophy and passion for colors through various collaborations with the company, including “Hong Chul Chaek Bbang (Hong Chul Book Bread),” did not cease to add his unique energy to the exhibition inspired by his image. Okuda San Miguel, the artist who attempts to visualize the power of art that shifts its surroundings by creating wall paintings that coexist with the people, also answered to the positive ramifications of colors and Ro’s optimism by creating a space that stirred inspiration through active communication. NOROO granted the exhibition’s specialty to Okuda San Miguel’s original motif by handing out carefully selected colors under the keyword “instant

### 色彩专业企业NOROO进军米兰

这是NOROO第三次参加米兰设计周。NOROO首次参加米兰设计周是在2019年, 目的是传播色彩的力量, 并展示色彩专业企业的力量。首次展览由韩国艺术家李光浩、北欧艺术家团队“Wang & Soderstrom”一起完成, 名为“TIDES”, 入选“米兰TOP展”, 从而成功拉开了NOROO进军米兰的序幕。在新冠疫情结束之后的2023年, NOROO又与波兰设计工作室UAU Project推出了听觉、嗅觉、视觉装置完美结合的展览“MIRAGE”, 受到了众多观众的喜爱。

今年的展览名为“Hong Chul Wonderland by Okuda San Miguel”, NOROO更换了参展艺术家、素材和主题, 通过晕染、浸染、跳跃、碰撞等各种色彩的变化, 展现了根源性自然环境、依稀朦胧的幻想、强烈的热情等能够带来安慰和治愈的“仙境”, 让观众尽情享受。如此, 为了让人们体验色彩的力量, 宣传NOROO的创造力, 这次米兰设计周的展览规模很大, 准备时间也很长。







creativity” to the artists. The result of these efforts was “Hong Chul Wonderland by Okuda San Miguel,” which became an exhibition that marked a festival of colors.

### WONDERLAND, THE HARBINGER OF INFINITE POSSIBILITIES

This year's exhibition was a scene where its dynamic nature enabled emotions, like its colors, to be released more freely than in previous shows. “That was the starting point in choosing Okuda San Miguel as our artist,” mentioned Deputy Chief Hyun. “People have trouble choosing colors. They think that there is a fixed answer to the right combination of colors. That's not the case. You can be amused and inspired all you want, regardless of your color schemes. We wanted to show you the infinite possibility of colors rather than an answer. That was the reason and purpose for our exhibition in the Milan Design Week.”

To do so, NOROO refrained from displaying products and only emphasized colors and the artists. When Ro Hong-chul addressed his reason for participating in the exhibition and what he achieved on his YouTube channel, he received over 500 likes with comments such as “You introduced me to the new side of NOROO” and “I love their ideals.” This phenomenon proved how the moves solely for colors led to the promotion of the brand's image, leading to curiosity about what NOROO's next step will be.

“Through our brand's colors, we want people to realize NOROO is there with them all along in spaces of consolation and refreshing experience. As the exhibition



staff, I feel my efforts all paid off because we achieved that result. We're also preparing to greet more visitors with color content that is more distinguished, specialized, refined, and elegant. I hope our activities let our brand become a breath of fresh air for more people and raise their awareness of NOROO,” said Deputy Chief Hyun. “Hong Chul Wonderland by Okuda San Miguel” is not the end of NOROO's achievements, as the brand keeps creating Wonderlands of various sizes through colors in numerous meaningful spots, ranging from exhibitions to performances. Like dots in a pointillist painting, the Wonderlands gather to expand the space of beauty in the reality on which we stand.

Entertainer Ro Hong-chul first met with NOROO through his “Hong Chul Chaek Bbang (Hong Chul Book Bread)” and created various spaces by blending his unique energy into NOROO's vivid colors. He once shouted, “Let's go to Milan” in the popular Korean TV show “Infinite Challenge.” His chant became a reality when he successfully entered Milan through “Hong Chul Wonderland by Okuda San Miguel,” which amplified his energy of positivity and signified his message that everyone's Wonderland could come to life.

### 设计周犹如战场, 用色彩开战

“展览结束后就开始准备。4月展览结束后, 5月进行点评, 然后从6月开始联系展厅和筛选艺术家。米兰设计周的一周时间里有800多个品牌参与, 共举办2000多个活动, 犹如一个竞争激烈的战场。要想在这里更引人注目一点, 场所非常重要。”玄政昨次长反复强调了场所的重要性。这次也考虑了便利性、关注度、面积、相邻品牌的知名度, 仅确定场所就花费了4至5个月的时间。

“同时, 展览主题也更加具体了。这次的主题源于‘终极的不安’。持续不断地气候变化、战争、AI的飞跃式发展正在加剧人类的不安。在这种情况下, 在考虑色彩的作用是什么时, 我认为可以在只有人类才能做到的‘即时创造力 (Instant Creativity)’中寻找线索。再与卢洪哲的正能量以及把它加以放大的Okuda San Miguel色彩缤纷的几何世界相结合, 最终得到‘仙境’这一主题。”

卢洪哲此前曾因“洪哲书吧与烘焙屋”等与NOROO涂料有过交集, 对NOROO的哲学和色彩有着深入了解, 在以自己为主题的展览中更加慷慨地倾注了其特有的能量。艺术家Okuda San Miguel想要通过壁画创作与人共存的作品, 展现艺术可以改变周围的这种力量, 他也对色彩的波及效果和卢洪哲的正能量作出呼应, 通过积极的交流创造了给予灵感的空间。NOROO以“即时创造力”为关键词, 向艺术家提供严格挑选的颜色, 为Okuda San Miguel的原创主题赋予了本次展览所具有的特色。于是, “Hong Chul Wonderland by Okuda San Miguel”展厅成为一场色彩的庆典。

### 展现无穷无尽可能性的仙境

今年的展览比往年更加充满活力, 因此就像展厅的色彩一样, 使感情更能自由发泄出来。对此, 玄政昨次长表示: “这是选择艺术家Okuda San Miguel的初衷之一。”“人们觉得色彩选择很难。因为他们认为唯一的标准是色彩搭配要协调。但是色彩可以自由使用, 可以尽情享受, 也可以获得新的灵感。我们想展示色彩无穷无尽的可能性, 而不是唯一的标准。这就



Born in 1980 in Spain, Okuda San Miguel is often addressed as the “magician of colors and space” due to his geometric patterns and daring color schemes. He has actively participated in major social activities and is famous for his art in “Kaos Temple,” “Rainbow Skull,” and Samsung Electronics' quantum dot television advertisement.

是在米兰设计周举办展览的原因, 也是此次展览的目的。”

为此, NOROO并没有在展厅展示产品, 而是只强调了色彩和艺术家。当卢洪哲在自己的YouTube频道上提及其原因和实践时, 他说: “我对NOROO有了新的了解。”有人留言称“理念很棒”, 还获得了500多个推荐。在只追求色彩的努力过程中, 品牌形象自然而然地得到提升。所以NOROO的下一步更加令人好奇。

玄政昨次长说: “我们想在令人获得安慰、恢复活力的空间里, 通过不经意间察觉到的色彩让大家感觉NOROO就在身边。能在这次展览中取得这样的成果, 作为工作人员感觉很有意义。此外, 我们正准备以更加差异化、专业化、更加精炼时尚的色彩内容等与大家见面。希望通过这样的活动, 大家能够重新认识和更加熟悉NOROO这个品牌。”除了“Hong Chul Wonderland by Okuda San Miguel”之外, NOROO还通过色彩出现在各种展览、演出、赋予意义的空间, 继续打造大大小小的仙境。就像点聚在一起会变成点描画一样, 这些仙境正在聚集和积累, 在现实世界中扩大美丽。





# KIBANTech's Shader Enters the Japanese Market

## KIBAN TECH'S ENERGY SAVER SHADER

Last spring, KIBAN Tech shared exciting news: the export of their 'Energy Saver,' a shading agent for agriculture and livestock developed by NOROO PAINT, began in Japan. This product, designed as a high-temperature countermeasure to boost agricultural productivity, was jointly developed by NOROO PAINT and the Rural Development Administration in 2014. After successful greenhouse testing at INOCHIO in Japan, the shading effect was proven, and export plans were finalized in the summer of 2023.

## KIBAN TECH遮光剂 正式进军日本市场

### KIBAN TECH“节能王”遮光剂

今年春天, KIBAN TECH传来一个好消息。由纳路涂料开发, KIBAN TECH销售的农畜产用遮光剂“节能王”开始出口日本。该产品是为提高农业生产效率而由纳路涂料和农村振兴厅于2014年共同开发的抗高温产品, 从2023年夏天开始, 通过日本INOCHIO公司的温室测试, 证明具有遮光效果, 成功出口日本。

### KIBAN TECH TAPS GLOBAL GREENHOUSE MARKET

Japan sits among the top five countries globally with a significant greenhouse market. KIBAN Tech has been striving to enter this market for four years but has faced challenges due to Dutch shading agents dominating 80% of the market. This year, however, the company finally succeeded with INOCHIO. In an interview, Kim Soon-o, Assistant Manager of KIBAN Tech's Sales Team 2, attributed their success to consistent proposals, eco-friendly materials, and product differentiation tailored to climate characteristics.

Currently, the global sunscreen market is dominated by Dutch companies, and this was also attributed to Japan. However, we remain persistent with our suggestions. Two years ago, we met a representative from INOCHIO, who was doing overseas business in Laos. Although they were already selling Dutch products, we invited them to Korea to tour our factory and see our scale and advanced technology. We were confident as our products excel in specifications and eco-friendliness, and we have the geographical advantage of being close to Japan. After a thorough examination, INOCHIO conducted local field tests for over six months starting in the summer of 2023. They were satisfied with the results and decided to import and sell our products this year,” said Mr. Kim.

KIBAN Tech's Energy Saver shaders stand out compared to Dutch products as they are designed to be naturally removed by the summer rainy season, aligning with the climate characteristics of the Korean Peninsula, which was also appealing to Japan, as they, too, have the rainy season. Additionally, the shaders are made from eco-friendly starch material, ensuring they do not harm crops, livestock, or the environment.

### WHY LIVESTOCK GATHERED IN ONE PLACE

The Energy Saver shader, featuring these unique features, has been patented and developed through collaboration with the National Institute of Horticultural

### KIBAN TECH敲开全球温室市场大门

日本拥有巨大的温室市场, 全球温室形成规模化的五个国家中就包括日本。为了进入日本市场, KIBAN TECH从四年前就开始努力, 但在荷兰遮光剂占据80%的市场份额的情况下, 这并不容易。今年终于通过INOCHIO公司获得了成功。接受采访的KIBAN TECH营业2组代理金淳五(Kim Soon-o)认为, 坚持不懈的推销、环保材料、符合气候特点的产品特色是成功的主要原因。





& Herbal Science under the Rural Development Administration since 2011. It was subsequently launched and made available for purchase in 2014.

In the aftermath of climate change, where temperatures are rising rapidly and heat waves are becoming more frequent, farmers are facing increasing challenges in summer crop cultivation. In response, we collaborated with the Rural Development Administration to develop superior domestic products based on coating technology—the foundation of NOROO's expertise—to combat climate change and bolster income. There are two variants of shading agents: one tailored for greenhouses and the other for livestock. The greenhouse version mitigates temperature by blocking sunlight, enhancing plant photosynthesis through internal scattering, while the livestock version enhances the animal environment by amplifying the temperature reduction effect. “The Energy Saver lowers internal temperatures by 4 to 5°C when applied,” explains Song Bok-geun, a Senior Staff of Sales 2 Team. To that account, Assistant Manager Kim Soon-o shares an interesting anecdote: “It was in the middle of summer when I visited a site where work was being done on a barn roof. The livestock were huddled together on one side, and I noticed that the shading had been applied to the roof first. I've also visited farms for crop consulting work and seen workers vying to work in a specific greenhouse — the one where our shading had been applied.”

With its proven efficacy in alleviating work difficulties and minimizing high-temperature damage to livestock, while simultaneously boosting crop yields, the Energy Saver has emerged as an indispensable product for Korea's agriculture and livestock industry. It has fostered numerous provincial business partnerships, cementing its pivotal role in the sector.

**AIMING TO BE NO. 1 IN AGRICULTURE**

KIBAN Tech is not only focused on shading agents but is also expanding into various agricultural sectors. Assistant Manager Song Bok-geun introduced their freshness preservers and coatings for agricultural products. “Recently, there has been a growing demand for Korean agricultural products worldwide, thanks to the influence of K-culture. To meet this demand, KIBAN Tech is developing freshness-preserving agents to maintain the freshness of agricultural products during distribution. We expect these agents to be a convenient alternative to current export methods, such



as low-temperature containers and films. Additionally, our seed coating product is designed to protect the environment by reducing the use of microplastics, while also facilitating mechanized sowing through added color and eco-friendliness. This product has been confirmed for delivery to Bayer (formerly Monsanto) in Thailand, and we are consistently proposing it to global companies,” he remarked.

KIBAN Tech is also developing other innovative products, including fertilizer coatings that enhance fertilizer efficiency and cleaners that reduce the cost of repeatedly replacing greenhouse vinyl due to diminished light efficiency caused by yellow and fine dust. With these core technologies, KIBAN Tech strives to secure a global market share and become the leading leader in the agricultural industry, resulting in not only NOROO but also the Korean agricultural sector.



“目前全球遮光剂市场被荷兰公司垄断，日本市场也是如此，但我们并没有停止推销。两年前，我见到了在老挝开展海外业务的INOCHIO公司负责人，并提出了供货建议，但当时其已经在销售荷兰产品。因此，这次邀请他到韩国参观工厂，并介绍了我们公司的规模和先进的技术能力。因为我们的产品在性能和环保方面比海外产品更出色，所以我们很自信。离日本又很近，所以也有地理上的优势。INOCHIO公司对产品进行了仔细研究，从2023年夏天开始在当地进行了六个月以上的现场测试，对结果很满意，决定从今年开始进口和销售我们的产品”。

与荷兰公司的产品相比，KIBAN TECH“节能王”遮光剂根据韩半岛的气候特点设计，会在夏季梅雨天气时被自然去除。日本也有梅雨季节，也许正是这一点发挥了作用。此外，使用环保淀粉材料，不会对作物、家畜和环境产生影响，这也是值得信赖的优点。

家畜都聚在一处的原因

从2011年开始，通过与乡村振兴厅下属的国立园艺特作科学院共同研究开发获得专利，成功开发出具有上述优点的“节能王”遮光剂，并于2014年上市销售。

“在温度上升快、酷暑频繁的气候条件下，农户的夏季作物栽培变得越来越困难。NOROO技术的根基是涂层技术，为了以此为基础，开发出更好的国产产品，战胜气候变化，提高收入，我们与乡村振兴厅进行了合作。遮光剂有温室用和畜牧业用两种。温室用遮光剂可以阻断太阳光，降低温度，同时通过温室内部的散射效果，使植物更容易发生光合作用。而畜牧业用可以提高降温效果，改善畜舍环境。使用‘节能王’时，内部温度会降低4-5°C左右。”在营业2组主任宋福根介绍完之后，金淳五代理讲述了一件趣事。“当时正值盛夏，我去了一家正在进行屋顶作业的畜舍。那些家畜都聚在一个地方休息。我看了一下屋顶，正是先涂

好遮光剂的地方。还有一次，我去一家农户接受作物咨询，我看到工人们争先恐后地说要在某些温室工作。那些温室也都是采用了我们的遮光剂。”

“节能王”可降低施工难度和因高温造成的家畜损失，提高作物收获量，随着其效果得到证明，产品正在各市、道开展项目对接等，成为韩国农畜产界的必需产品。

立志成为农业界的No.1

除了遮光剂之外，KIBAN TECH还计划在多个领域进军市场。宋福根(Song Bok-geun)代理介绍了其中的农产品保鲜剂和包衣剂。“最近得益于K-人气，世界各地对韩国农产品的需求正在增加。为了应对这一情况，KIBAN TECH正在开发保鲜剂，使农产品在流通过程中能保持新鲜。该款产品用起来十分方便，有望替代目前农产品出口时使用的冷藏集装箱和薄膜等方式。此外，KIBAN TECH的种衣剂是顺应减少微塑料使用的趋势，以保护环境为目的而设计的产品，不但具有可使机械化播种更加容易的功能，还有亮眼的颜色和环保性能。种衣剂已确定向泰国拜耳(Bayer, 原Monsanto)供货，目前正在不断向海外跨国企业推销。”

KIBAN TECH正在从多方面开发产品，其中有提高肥料使用效率的肥料包衣剂、减少因沙尘暴及可吸入颗粒物导致光效率减少而反复更换温室塑料费用的清洁剂等。KIBAN TECH决心以这种核心技术为基础，逐渐提高全球占有率，实现农业界No.1，这一抱负将成为NOROO以及韩国农业的坚实力量。



# Coming Up with Solutions for Pets

DR. SEOL CHAE-HYEON, VETERINARIAN & NOROO PAINT

NOROO PAINT recently achieved IGSC (International Institute for Sustainability Certification) Pet Product Certification for four of its products: Soon & Soo All-Cover, Pantone Wood & Metal, Pantone Air Fresh, and Easy Clean. This certification ensures that these products are safe and free from harmful substances, enhancing comfort and safety for pets. During the certification process, NOROO PAINT collaborated with veterinarian Dr. Seol Chae-hyeon to gain valuable insights into creating pet-friendly spaces. Here is some of his advice.

## 为养宠物家庭 寻找解决方案

兽医Seol Chae-hyeon与纳路涂料

最近, 纳路涂料的SOON & SOO All Cover, PANTONE WOOD&METAL、潘通空气清新涂料、Easy Cleaning四款产品获得了IGSC(国际可持续认证学院) 宠物产品认证证书。该认证是为了增加宠物的便利性和安全性而检查相关产品的适合性及是否含有害物质, 在此过程中, 纳路涂料向兽医Seol Chae-hyeon进行了咨询, 对于与宠物共存的空间听取了宝贵建议。下面我们就来分享一下他的建议。



### COME PLAY AT KNOLLO

We visited Knollo Square in Gangnam, Seoul, to visit Seol Chae-hyeon's behavioral veterinarian. Known for sharing accurate, easy, and fun information about dogs through his YouTube channel "Come to Knollo," EBS's "No Bad Dogs are In This World," and tvN's "A Dog that Needs a Conversation," Dr. Seol has made a significant impact on pet care. Knollo Square is an "urban habitat for pets," offering everything pets and their owners need, including a pet-friendly café, medical center, aquatic center, fitness and daycare center, and cat center.

"We wanted to create a space where owners and their dogs can be happier together. We named it 'Knollo'—which sounds like 'come to play' in Korean—because we want them to come and play with peace of mind. In Finnish, 'knoll' means a small mountain or We envision Knollo Square as a supportive hill for pet owners, he said. Every inch of Knollo Square has been carefully designed to ensure enjoyment for both owners and their dogs. He continued, "You'll notice it, especially in the café on the first floor. We removed mirrors that could cause anxiety for dogs, fenced-in areas where they can play safely, installed non-slip floors and made the space easy to clean for human convenience. And there's something a bit unusual in this vet room, too, isn't there?"

Following his prompt, we noticed the tiled lower walls and the high placement of outlets, almost at the light switch level. "We've had accidents with dogs chewing on wires and getting burned, so we raised the outlets. We also tiled the walls to make it easier to clean up after pets mark them. "This space is designed for behavioral care, so we tailored it specifically for that purpose," explained Dr. Seol.



### 来Knollo玩吧

行为学兽医Seol Chae-hyeon通过YouTube频道《Seol Chae-hyeon的来玩吧》、EBS《世界上没有坏狗》、tvN《需要对话的猫狗》等, 轻松有趣、准确地传达着关于宠物狗的信息。为了与他见面, 我们来到了首尔江南的Knollo广场。这里是“宠物的城市据点”, 整座建筑物内有可带宠物进入的咖啡厅、医疗中心、水族中心、健身和日常护理、猫咪中心等, 备有宠物和监护人需要的一切物品。

“我想给监护人和宠物狗创造更加幸福的空间。之所以取名为'Knollo', 也是希望他们可以放心来玩。在芬兰语中, 'Knollo'还有小山、丘陵的意思。希望Knollo广场能成为监护人可以安心依靠的后盾。”







## NOROO PAINT'S PET-FRIENDLY SOLUTION

For someone who believes that pet spaces require unique considerations, NOROO PAINT's technology was a pleasant surprise for Dr. Seol.

He stated, "Painting is a better finish for pets than wallpaper." "Young puppies have a strong instinct to chew, and sometimes they end up in the hospital after ingesting wallpaper, which doesn't dissolve well even with stomach acid." Dr. Seol stressed that dogs are much more vulnerable than humans. "Pets are lighter in weight, so they take in more air per breath, and their sense of smell and emotional sensitivity are stronger than ours. Their skin is only a third as thick as human skin, making them more susceptible to irritation. Therefore, the safety and air quality of finishes that encounter their bodies are crucial. To ensure the whole family's comfort, it's important to have finishes that can easily clean up the traces pets leave behind."

NOROO PAINT's IGSC-certified products are designed to meet these criteria. These eco-friendly products greatly reduce VOCs (volatile organic compounds). For example, AirFresh contains a special ingredient that absorbs volatile pollutants from the air, purifying the atmosphere. EasyClean features a special emulsion resin and pigment for excellent stain resistance, making it easier to maintain a clean and safe environment.

"I was amazed to see that everything I mentioned was implemented in the products," Dr. Seol remarked, his face lighting up. "The air freshener will be very beneficial for pet-related commercial facilities like veterinary clinics and grooming salons. It will not only eliminate pet odors but also those smells that can be harmful or unsettling to pets," he added enthusiastically.

For Dr. Seol Chae-hyeon, a veterinarian specializing in behavioral medicine, the key solution for pet is 'management.' "Scratching, chewing, rubbing, and marking are natural behaviors for pets. The problem is that our environments are often human-centered. The most important solution isn't necessarily education or medication, but proper management. A well-designed interior should be able to accommodate pets' natural behaviors without them becoming problematic. In this regard, NOROO PAINT's products offer an excellent solution."

Sharing Dr. Seol's commitment to the well-being of pets and their families, NOROO PAINT is committed to ongoing research and development to create happier and healthier spaces. We extend our sincere thanks to Dr. Seol for his valuable advice.

为了打造监护人和宠物狗都能享受的空间, Knollor广场的每个角落都经过精心设计。“在一楼的咖啡厅里最能感受到这种关怀。拆除了让小狗感到不安的镜子, 设置了可以安全玩耍的护栏, 铺设了防滑的地板, 同时营造了便于清扫的环境为人们提供便利。这个诊室是不是也有点特别?”

随着他的提问, 我们仔细观察诊室, 发现墙的下端部分使用了瓷砖, 插座的位置也几乎和照明开关一样高。“曾经发生过小狗嚼电线结果被烧伤的事故。所以把插座的位置调高了。狗狗可能会在墙上便溺, 为了便于清洁, 我们在墙上贴了瓷砖。这是我用来进行行为治疗的空间, 所以建得更加不同。”

## 纳路涂料的解决方案

所以, 对于提倡打造差异化宠物空间的他来说, 纳路涂料的技术是令人高兴和惊讶的。

“首先, 对于宠物来说, 涂料比壁纸更适合作表面材料。小狗有很强的撕咬本能。狗狗把壁纸都撕下来吞掉结果来医院的情况时有发生。壁纸即使在胃酸中也很难溶解, 所以是个不容忽视的问题。”最重要的是, Seol Chae-hyeon强调, 小狗要比人脆弱很多。“宠物的体重比人轻很多, 因此呼吸一次吸入的空气体积比率更高。而且嗅觉也很敏感, 在嗅觉和情感连动这一方面也比人强。皮肤厚度也只有人的三分之一, 非常脆弱, 又因为是中性的, 所以对刺激很敏感。因此直接与身体接触的表面材料的安全性和空气质量非常重要。而且, 如果想要让宠物家庭的所有人都感到舒适, 最好使用易于消除宠物所留下痕迹的表面材料。”

而能满足这些需求的就是纳路涂料的IGSC认证产品。这些产品都是可显著减少VOC(挥发性有机化合物)的环保产品, 特别是空气清新型涂料中含有特殊成分, 具有吸附空气中的挥发性污染物质、净化空气的功能, 而Easy Cleaning是特种乳液树脂和颜料, 具有卓越的耐污染性功能。

提起这些产品, Seol Chae-hyeon满脸笑容地说:“我提到的这些元素在产品中都得到体现, 我觉得真的很了不起。”他兴奋地说道:“特别是空气清新涂料, 我觉得会对宠物医院、美容院等宠物商业设施有很大的帮助。不仅能消除宠物的气味, 还能消除对宠物有害或令其不安的气味。”



作为行为医学专家, Seol Chae-hyeon最强调的解决方案是“管理”。“抓、嚼、揉、便溺对宠物来说是正常的行为。之所以成为问题, 是因为环境以人为主。所以我认为最重要的解决方案既不是训练也不是药物, 而是‘管理’。我认为好的室内装修是保障不让宠物的自然行为成为问题而打造和管理的环境。从这一点来看, 纳路涂料的这些产品会成为很好的解决方案。”

就像Seol Chae-hyeon考虑宠物和宠物家庭的幸福生活一样, 为了创造更加幸福健康的空间, 纳路涂料也将继续研究和开发。在此向毫无保留提供建议的Seol Chae-hyeon表示感谢。





# Cool Classics from NOROO PAINT and BEANPOLE

NOROO X BEANPOLE: 2024 S/S COLOR SOUND COLLABORATION COLLECTION

In May, NOROO PAINT unveiled the 2024 S/S Color Sound collaboration collection in partnership with the casual brand BEANPOLE, marked by the opening of a vibrant pop-up store. The collection showcased 15 unique color combinations inspired by NOROO PAINT's <Color Sound> theme, blending timeless elegance with contemporary cool for a delightful and harmonious synergy.

## 纳路涂料和BEANPOLE的 酷爽经典

纳路涂料 X BEANPOLE 2024春夏“色彩之音”合作系列

今年5月, 纳路涂料与休闲品牌BEANPOLE一起推出了2024春夏“色彩之音”合作系列, 并开设了快闪店。以纳路涂料的“色彩之音”为主题, 包含15种颜色组合的单品和快闪店通过经典和酷爽的完美融合, 带来了令人愉快的协同效应。

### POP! POP-UP STORE

On May 1, the NOROO PAINT x BEANPOLE pop-up store launched at Yeongdeungpo Times Square, a vibrant hub of activity. What set the event apart was the welcoming atmosphere for young visitors, who enjoyed more freedom to explore thanks to the soft, plush carpet covering the floor. This carpet, in the lush green of PANTONE Coctus 18-6024, created a natural, inviting surface perfect for lounging. Complementing this was the flowing, soft pink hues of PANTONE Bleached Pink 14-2808, imparting a sense of softness and freedom, while the dynamic PANTONE Symbolic Blue 19-4245 background added a cool, urban vibe. These three colors were integral to the theme of the pop-up store, "COLOR SOUND," blending classic sophistication with a sense of liberation. A large monitor on the wall showcased a video highlighting the 15 colors used in the Color Sound collaboration, emphasizing the powerful role of color in this unique partnership.

### SUMMER, THE OLYMPICS, AND COLOR

NOROO PAINT has previously collaborated in fields such as golf, lighting, and exhibitions, but this marks their first partnership with a fashion brand. The initial connection with BEANPOLE stemmed from a prior exhibition collaboration. BEANPOLE, inspired by the colors showcased in NOROO PAINT's exhibitions—particularly the “Color Sound” video at the “Franco Fontana” exhibition in My Art Museum—proposed this innovative collaboration. As the project developed, NOROO PAINT's core strength in color expertise became central to the collaboration, enriching its product offerings with symbolic designs and pop-up store aesthetics. “Both brands have a rich history and numerous stories to tell, so it was essential to create a vibrant and positive color palette that would engagingly narrate these stories ,” explains Hyun Jung-oh, Deputy Director of NSDS, who spear-headed the color strategy for the collaboration. “We used red, green, and blue, the fundamental colors of classicism, to evoke the essence of both NOROO and BEANPOLE's brands,” she added. “Given BEANPOLE's status as a traditional casual brand, it was crucial to subtly evoke the emotions consumers seek, while ensuring the color strategy resonated with the brand's traditional sensibilities,” said the director.

### POP!快闪店

5月1日是纳路涂料和BEANPOLE快闪店开业的第一天, 平日里人山人海的永登浦时代广场与平时并无两样。唯一的不同就是和爸爸手拉手来到卖场的小顾客能更自由地在地上打滚。这是因为在BEANPOLE卖场一侧设置的快闪店的地面上铺着柔软的类似地毯的材料。PANTONE Coctus 18-6024既浓烈又清新的绿色打造出宛若自然环境的地面, 令人更想在上面打滚。而上面的PANTONE

Bleached Pink 14-2808的粉红色涂料营造出柔和自由的氛围, PANTONE Symbolic Blue 19-4245的明亮背景则营造出凉爽又都市的氛围。这三种颜色被用作快闪店的主题“色彩之音 (COLOR SOUND)”的背景和字体颜色, 很好地传达了特有的经典和自由这一综合感性。墙上的大显示屏播放着此次合作中使用的15种颜色相互融合的《色彩之音》视频, 充分表现了本次合作集中于色彩的作用, 展现了其魅力。







Aligning with the summer season and the upcoming 2024 Paris Olympics, NOROO PAINT introduced a mix of bright, energetic, sporty colors designed to boost merchandise appeal and enhance in-store displays. Most importantly, selecting a color that would truly come to life in NOROO PAINT's "Color Sound" video was crucial. After thorough deliberation, 15 colors were selected to complement BEANPOLE's product lineup, which includes collared neck T-shirts, striped T-shirts, travel bags, children's items, ball caps, and bucket hats. The 2024 S/S Color Sound collaboration collection brought the store to life with invigorating complementary color contrasts.

#### FASHIONABLE NOROO

The collaboration also yielded impressive technical results. "Given the different fabric materials, achieving consistent colors could have been challenging. However, the BEANPOLE team managed to apply and express the colors with remarkable accuracy, which was a key success factor in this collaboration." Consumer response has been overwhelmingly positive. Sales at the BEANPOLE store in Yeongdeungpo Times Square, where the pop-up store was open throughout May, nearly doubled compared to the previous year. Cho Hyun-jung, head of the marketing strategy team, remarked, "We introduced the design mood and direction using the symbol of two roe deer." It's cute, and the response has been fantastic. The older generation is thrilled to see roe deer imagery in department stores and BEANPOLE stores, while younger customers, particularly those in their teens and twenties, are taking numerous selfies in front of the pop-up store's displays and the <Color Sound> video. They find it captivating."

During the pop-up store event, the enthusiastic response from consumers was palpable. Families with strollers, couples embracing, and elderly couples leisurely strolling by all paused to admire the pop-up store. The vibrant COLOR SOUND letters and hues evoked the refreshing essence of summer, the vigor of sports, and fun memories. We wonder if the 2024 S/S Color Sound collaboration between NOROO PAINT and BEANPOLE will become a cherished part of many people's summer memories.

#### 夏天、奥运会和色彩

纳路涂料一直在高尔夫、照明、展览等各个领域进行色彩合作，但与时尚品牌合作尚属首次。与BEANPOLE实现首次合作得益于之前有过的展览合作。是BEANPOLE方面在看到纳路涂料曾合作过的展厅的色彩，特别是My Art Museum“Franco Fontana”展厅内的《色彩之音》视频后，积极提议合作的。合作进行过程中，在合作商品中提出了纳路涂料的核心力量——色彩提案，内容扩大到标志及快闪店设计等，变得更加丰富。

“两个品牌都有着悠久的历史 and 很多故事，因此能够愉快讲述这些故事的明朗积极的色彩组合非常重要。所以，以经典领域最基本的红色、绿色、蓝色为基础，融入了让人联想起NOROO和BEANPOLE品牌的颜色”，负责本次合作色彩战略的NSDS次长玄正午(Hyun Jung-o)解释说。“更何况BEANPOLE是时尚休闲品牌，所以要轻松地表达消费者要求的感性。我们采取了能恰当地联想到品牌 and 传统感性的色彩战略，不是毫不掩饰，而是能自然地予以暗示。”

纳路涂料还将夏季和巴黎奥运会联系起来，对明亮、能量高的运动色感、提高商品性以及卖场显示屏关注度的色彩进行了有效混合。最重要的是选择了在纳路涂料的《色彩之音》视频中也能够生动体现的色彩。经过深思熟虑后最终确定了15种颜色，根据BEANPOLE的单品阵容和商品设计，将POLO衫、条纹T恤、旅行包、儿童产品、棒球帽、渔夫帽等各种商品染成了不同的颜色。为2024春夏“色彩之音”合作系列制作的《色彩之音》视频通过鲜明的补色对比，以清凉感十足的画面和声音给卖场注入了活力。

#### Fashionable NOROO

本次合作在技术方面也取得了卓越的成果。“因为织物材质各不相同，所以色彩会很难正确显色，但BEANPOLE却非常准确地加以运用并表现了出来。这也是本次合作成功的重要因素。”消费者的反响也很热烈。仅仅5月份一个月内，永登浦时代广场BEANPOLE卖场快闪店的销售额同比增加了近两倍。

市场营销战略组科长曹贤贞(Cho Hyun-jung)介绍现场反应时说：“我们提出了用两只獐子这一标志的设计风格 and 方向。特别可爱，所以反应很好。成年人对在百货商店、BEANPOLE卖场见到纳路涂料感到非常别具一格，很高兴，还有很多十几、二十几岁的青少年在快闪店的显示屏和《色彩之音》视频前拍了很多打卡照。因为他们感觉很有吸引力。”

在拍摄快闪店期间，也能感受到消费者的热情。推着婴儿车的一家人、挽着胳膊的情侣、弯着腰慢慢吞吞经过的老两口都在快闪店前放慢脚步，眼神中也闪烁着光芒。犹如波浪般滚动的“色彩之音(COLOR SOUND)”字体和色彩讲述了凉爽的夏天、体育的活力 and 愉快的回忆。在很多人关于今年夏天的回忆中，纳路涂料 and BEANPOLE的2024春夏“色彩之音”合作系列应该会占据一席之地吧？





NEWS BRIEFING



NOROO Holdings Scales Out Eco-Friendly Biomaterials' Commercialization Against Climate Crisis

NOROO HOLDINGS CO., LTD.

**NOROO HOLDINGS SCALES OUT ECO-FRIENDLY BIOMATERIALS' COMMERCIALIZATION AGAINST CLIMATE CRISIS**

On May 21st, Asia Today, a daily newspaper enterprise, covered NOROO Holdings' eco-friendly biomaterial commercialization and ESG activities in detail through an episode of its article series, "With ESG."

To develop sustainable biomaterials for the future, NOROO Holdings expedited its commercialization process while strengthening its ESG management, which involves efforts for the environment, society, and governance. In particular, the company finalized constructing the trial facilities to secure the technology to produce 3-hydroxypropionic acid (3HP), which serves as raw materials for biodegradation, aiming to scale out the business. According to Asia Today, 3HP is extracted through a bioengineering process from natural sources, such as seaweeds, microorganisms, and sweet corn, and the material stands in the spotlight due to its potential of substituting petroleum-based products as "future biomaterial with high added value."

3HP is also unique in terms of its applicability to naturally degradable plastic and super absorbent polymer for sanitary items. The company has indeed tapped into the technology, becoming the first in the industry to release its eco-friendly package by adding "biodegradable plastic" containers in July last year through NOROO PAINT, its subsidiary. After five years, the "d2w" material harnessed by the package is biodegraded by microorganisms, converting itself into carbon dioxide, water, and biomass.

Asia Today also covered the case in 2022 in which NOROO Holdings took a step ahead in commercialization by establishing the Marine Algae Biorefinery Research Group, an industry-academia collaboration organization, with seven Korean universities, including Seoul National University, to carry out national projects funded by the Korea Institute of Marine Science & Technology Promotion. Through the group's studies of extracting and developing environment-friendly biomaterials from marine resources, NOROO Holdings ultimately hopes to apply the materials from the research to eco-friendly plastic and other products. The company has also made efforts to secure

solar panels inside the workplace, replacing deteriorated streetlights within plants in Anyang, Poseung, and other areas with solar street lamps, as well as building and operating solar panels at the Poseung Plant's roof and parking lot.

Asia Today addressed these endeavors by NOROO Holdings, also mentioning that the company's overall ESG grade has risen from C (2020) to A (2021–2023), which is a testament to the company's determination for ESG management, including the foundation of a department dedicated to ESG in 2021 and the inauguration of its ESG Committee last year. The article concluded by delivering NOROO Group's goals: "This year, we will assess relevant regulations from the investment and deliberation stages and expand our interaction with interested parties to strengthen the internal stability of our ESG management. We will also fulfill sustainable business management through various activities, such as installing solar panels within our plants and scaling our new renewable energy use."

纳路控股股份有限公司

扩大推进环保生物材料商业化以应对气候危机

5月21日,综合日刊《今日亚洲》在"With ESG"的策划报道版块刊登文章,详细介绍了纳路控股的环保生物材料商业化及ESG活动。

纳路控股制定了开发可持续的未来生物材料这一目标,并以此目标为导向,正式加速推进生物材料的商业化,进一步加强对环境、社会和治理结构(ESG)的管理。特别值得一提的是,2022年,纳路控股已经建设完成可以应用3-羟基丙酸(3HP)生产技术的示范设备,即为生物降解材料提供了原料保障。2024年,纳路控股计划正式扩大相关业务。《今日亚洲》称3HP是目前备受关注的"高附加值未来生物材料",这种材料是利用生物工艺从海藻、微生物、玉米等天然材料中提取的,可以替代石油基原料。3HP的另一个特点是可以在微生物的作用下完全降解,转换为二氧化碳、水和生物量。

《今日亚洲》还在文中介绍了纳路控股曾于2022年,为了执行由海洋水产科学技术振兴院赞助的国家项目,特别携手首尔大学等7所韩国高校,共同组建了产学研协会"海藻生物炼制研究团",从而向商业化更进一步的内容。该研究专注于从海洋资源中提取、开发环保生物材料,而纳路控股的最终目标是将研究成果应用于环保塑料等产品中。此外,安养、浦升等工厂内老旧路灯全部更换为光伏发电路灯。2023年1月,浦升工厂还在屋顶及停车场安装了光伏发电设备并投入使用。可以说对于经营场所,纳路控股在光伏发电及设备构建方面投入了大量精力。

除此之外,纳路控股还实施了一系列积极的ESG经营政策,如2021年新设ESG专职部门、2023年组建ESG委员会等,进而帮助纳路控股的ESG综合等级从C级(2020年)上升至A级(2021年-2023年),这一切都被《今日亚洲》如实记录。报道的结尾,《今日亚洲》引用了纳路集团的目标,即2024年起,从投资、审查阶段开始对相关法规进行探讨,扩大与利益相关方的沟通,夯实ESG管理的基础。对于工厂,将通过进一步构建光伏发电设备,扩大使用新再生能源等方式推进可持续经营活动。



NOROO PAINT Releases NOROO Way Sports Court, a Flooring Certified by ITF

NOROO PAINT & COATINGS

**NOROO PAINT RELEASES NOROO WAY SPORTS COURT, A FLOORING CERTIFIED BY ITF**

NOROO PAINT & Coatings (NOROO PAINT) recently released NOROO Way Sports Court, a flooring material for sports facilities with hard courts certified by the International Tennis Federation (ITF). ITF presents its certification to products that display suitable quality for tennis games and contribute to enhancing playing capabilities by ensuring the user's stability and athletic performance.

NOROO Way Sports Court is a functional flooring material developed in response to the enthusiasm for tennis, which has been trending as the go-to sport for millennials and Gen Z. The rising number of tennis players has led to the Korean tennis market growing larger day by day, as some regional governments plan to furnish additional public tennis courts, followed by an increase in indoor and outdoor private tennis courts.

The new product is optimal for various sports facilities, including multipurpose playing fields as well as tennis courts. Compared to existing flooring for sports facilities with maintenance issues, such as clay and artificial grass, Noroo Way Sports Court boasts durable polishing and outstanding wear resistance, offering effortless management. Also, the flooring is free from concerns about odor, as it is a one-component water-based coating with quick-drying features, allowing the product to display quick drying and smooth workability. By acquiring the indoor mark, Noroo Way Sports Court harnesses compatibility and weather resistance in both indoor and outdoor environments while ensuring elasticity and slip resistance based on excellent coverage and adhesiveness.

NOROO's product succeeded in localizing the flooring for tennis hard courts, which had previously relied on imported products. This raised the prospect of reducing construction costs and expanding the foundations for potential tennis players. NOROO PAINT will continue to take the initiative and develop various functional products for everyday sports facilities to assist the growth of the sports industry and public health.



NOROO PAINT Improves Living Environment of Donghyun School, a Special Educational Institute

纳路涂料股份有限公司

**国际网球联合会认证的地面材料“NOROO WAY运动场”上市**

纳路涂料近期推出了一款新产品——“NOROO WAY运动场(SPORTS COURT)”,该产品是一种取得国际网球联合会(以下简称“ITF”)认证的硬地球场地面材料。ITF认证对象的标准是质量符合网球比赛要求,能够确保使用者安全和运动执行力,同时有助于提高竞技能力。

近来,网球成为了备受追捧的“MZ世代运动”。而“NOROO WAY运动场”正是趁此热潮开发的一款功能性地面材料。随着网球受众的增加,部分地方自治团体计划扩大修建公共网球场,室内网球场和私人网球场的数量也在持续增加。由此可见,韩国的网球市场正在日益壮大。

本次推出的新产品除了用于网球场地外,还非常适合用于多功能球场等体育设施。现有体育设施的地面材料(泥地、人工草坪等)在维护管理方面存在诸多困难,而这款产品很好地对这一问题进行了改良,涂膜结实且十分耐磨,易于管理。另外,这款地面材料采用单组分快干水性质地,其特点是无异味、干得快、易施工。本产品已经取得了室内使用标志,室内外均可使用。除通用性外,其耐候性、遮盖力和附着力出色,不仅有弹性,还能有效防滑。

韩国的硬地网球场地面材料一直依赖进口,而此次推出的国产商品有望降低施工成本,扩大网球爱好者规模。纳路涂料计划今后继续积极开发与生活体育设施息息相关的各类功能性产品,助力体育产业发展,增进国民健康。

**NOROO PAINT IMPROVES LIVING ENVIRONMENT OF DONGHYUN SCHOOL, A SPECIAL EDUCATIONAL INSTITUTE**

This spring, NOROO PAINT & Coatings (NOROO PAINT) donated color designs and eco-friendly paint, Soon & Soo, to improve the living environment of Donghyun School, a special educational institute for mentally challenged students in Gwangju, Gyeonggi-do. This project was targeted toward the extension of the school's Career & Job Education Hall. The hall is dedicated to providing repeated education and training for students who struggle in their daily activities to help them adapt to workplaces without any trouble. NOROO PAINT blended its colors into the universal design based on three keywords: harmony, vitality, and focus. Universal design refers to creating products and environments that are easily accessible for everyone, regard-



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less of gender, age, nationality, cultural background, or disability. For the actual site, NOROO PAINT applied a design that enhanced comfort and focus by reducing the difference in brightness to relieve eye fatigue. The company also distinguished each space by adding yellow and orange patterns to places requiring vitality. NOROO PAINT used Soon & Soo for the construction of the Career & Job Education Hall. Soon & Soo is one of the company's prominent lineups that enables the use of various materials thanks to its outstanding coverage and the ease of utilizing the product at an expert level through its remarkable leveling and workability.

帮助特殊学校“东岾学校”改善生活环境

“东岾学校”是位于京畿道广州市的一所智障少年儿童特殊学校。2024年春，纳路涂料为帮助东岾学校改善生活环境，特别提供了色彩设计，同时赞助了环保涂料“纯&秀”。本次帮扶项目的主要任务是扩建东岾学校校园内的前途职业教育馆。前途职业教育馆是对在日常生活方面存在困难的学生进行反复教育和训练的地方，目的是帮助学生顺利适应工作现场。纳路涂料围绕“和谐”“活力”“专注”这三个关键词，在通用设计的基础上灵活运用色彩。通用设计是指打造不同性别、年龄、国籍、文化背景、残疾人和正常人都能够方便使用的产品或环境的设计。纳路涂料还针对每个空间采取了不同的处理方式，例如，为了避免产生视疲劳，特别降低了色彩明度差异，在现场应用有助于提高舒适感和专注力的设计元素。而在需要活力的地方，则大胆添加了黄色系、橘色系的图案。东岾学校前途职业教育馆施工所用的涂料是纳路涂料的代表环保产品——纯&秀。这款涂料的遮盖力强，可用于各种不同材质，且平滑性和作业性出色，非专业人士也可以轻松驾驭。

NOROO PAINT COOPERATES TO PRESERVE WAILING POPLAR AS THE GUARDIAN OF KOREAN HISTORY

NOROO PAINT & Coatings (NOROO PAINT) cooperated to preserve the “Wailing Poplar” exhibited at the Seodaemun Prison History Museum to protect its magnitude and symbolic significance in Korean history. The Wailing Poplar was named after the instances when Korean independence activists would hold the tree and shed tears for being unable to witness the liberation of their country moments before their execution. The tree fell in 2020 due to a typhoon, but the Seodaemun Prison History Museum decided to sterilize and preserve it in its collapsed state before disclosing the site to the public. The preservation work took four days to maximize the exhibition effect by embalming the dead tree and to share the historical significance of the execution site permanently. The company incorporated the opinion of experts and the gift-receipt deliberation committee according to the management regulations. Meanwhile, a conservation scientist registered to the Korea Heritage Service carried out embalming and insect repellence work and performed hole-filling to prevent depletion and damage. NOROO PAINT took part in this project as a part of its social volunteering efforts for the environment, society, and governance (ESG), offering its All-New Color Stain free of charge, which displays strengths in protection against snow, rain, mold, microorganisms, and insects, and



NOROO PAINT Cooperates to Preserve Wailing Poplar as the Guardian of Korean History

shared its preservation technology. After collaborating on a meaningful preservation project with the Seodaemun Prison History Museum, which welcomes over 600,000 visitors a year, NOROO PAINT will continue to prepare worthwhile social contribution activities in public domains to fulfill its social responsibility.

守护韩国历史的纳路涂料，协助完成“哭泣的白杨”保护处理工作

为了守护韩国历史的意义和象征性，纳路涂料特别协助西大门刑务所历史馆，完成了对展览作品“哭泣的白杨”的保护处理工作。之所以取名“哭泣的白杨”，是因为那些未能看到祖国解放的独立运动家，在离世前的最后一刻，都抱着这大树泪流不止。2020年的一场台风让这棵大树轰然倒下，历史馆决定保留大树倒下后的样子，对大树进行消毒、保护后，面向市民公开。本次保护工作的重点是对枯木进行防腐处理，提高展览效果，尽可能让世世代代的民众都能够了解刑场的历史意义。本次施工为期四天，依照管理规定，反映了受赠审议委员会和专家的咨询意见，在树木完成防腐、防虫作业后，由在国家遗产厅登记注册的保护科学业专家对树木的缝隙进行了填补，以防止树木状态恶化或出现损伤。纳路涂料将此项目作为环境、社会、治理结构 (ESG) 社会贡献活动的其中一环，积极协助完成工作，无偿提供了“全新彩色染色剂 (ALL-NEW COLOR STAIN)”特色涂料。这款涂料的优点是可以有效防止雨雪、霉菌、微生物和虫子对树木造成破坏。西大门刑务所历史馆每年接待访客超60万人次。纳路涂料此次与西大门刑务所历史馆合作，共同完成了意义深远的保护工作。今后，纳路涂料将继续忠实履行自身的社会职责，以市民空间为对象，策划有意义的社会贡献活动。



The 2024 SS Color Sound Collaboration collection by NOROO PAINT and BEANPOLE showcases a stunning color scheme that combines classic looks with cool tones. BEANPOLE Kids' t-shirts lie on the field of rich, fresh grass, reverberating with exciting summer vibes that never mind a drop of sweat.

纳路涂料与BEANPOLE的2024春夏“色彩之音”合作系列凭借经典又酷感十足的色彩给人留下了深刻的印象。BEANPOLE儿童T恤被放在浓郁又不失清新的绿色背景上，展现了挥汗如雨也要痛快玩耍的夏日氛围感。



Veterinarian Seol Chae-hyeon, who developed “Knollo” as a space for the happiness of pets and guardians alike, appreciated NOROO PAINT's products certified as Pet-Related Products by the Institute of Global Sustainability Certification. We at NOROO PAINT & Coatings will always strive to create areas where pets and their guardians can stay healthy!

“knollo”是兽医Seol Chae-hyeon精心打造的空间，目的是让铲屎官和汪星人都能在这里收获满满幸福感。而取得IGSC (国际可持续认证学院) 宠物产品认证的纳路涂料深得Seol Chae-hyeon的青睐。今后，纳路涂料将始终如一地为宠物和所有家庭打造健康空间。



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