

NOROO

NOROO

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SPECIAL THEME

METaverse

Column TO THE TRANSCENDENT UNIVERSE, AND TO THE EXPANDED WORLD
超越的宇宙 扩张的世界

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“Market Leader NOROO, Future Creator NOROO”

引领市场的NOROO, 创造未来的NOROO

Dear NOROO family,

The new year has begun.

In celebration of the new year, I wish you and your family a year filled with happiness and health.

2021 was a tough year for all of us with the resurgence of the COVID-19, a disruption in the global supply chain due to the difficulty of securing raw materials, chaotic international politics, and climate change risks. With the continued increase in the cost of raw materials and a series of logistics crisis, we experienced some difficulties in securing profitability of our businesses. However, under the management slogan of “Young NOROO, Market Leading NOROO” last year, we proved our superiority in the market by strengthening our dominance in the chemical business. We also achieved a meaningful outcome in our agricultural life business, establishing a base for future growth by stabilizing the business.

I would like to use this opportunity to thank all of you who persevered together to overcome such hardships.

The NOROO family!

Although we expected the world economy to begin to recover as we learn to live with COVID-19, the world is facing yet another crisis as we are unexpectedly introduced to new strains of the virus. Now there are speculations that we will experience inflation and disruption in the supply chain for a longer period of time. With such uncertainties in the global economy, it is expected that we will encounter new threats as well as new opportunities this year, just as we did last year.

Amid the crisis, we must continue our challenge to become a company that stands for a century, using our strong organizational power and the ability to turn the crisis into an opportunity.

As to pursue better performance and future-oriented business management in the midst of such domestic and overseas conditions, I'd like to proclaim this year's group management slogan as “Market Leader NOROO, Future Creator NOROO.”

To achieve this slogan, I would like us to work on the following three goals.

First, we need to strengthen fundamental competitiveness of the group and establish a foundation for sustainable growth by discovering new growth engines.

The pandemic has accelerated the social and economic change of our society by 20 years. In the new world emerging after the pandemic, the Fourth Industrial Revolution, new markets, and sustainable management will become the mainstream.

With the hostile management environment surrounding us, only those companies who turn a crisis into an opportunity can survive.

In this regard, the chemical business must focus its effort in the new growth areas and build a profit base centering around environment-friendly/novel materials. Strengthening the technological competitiveness by leading the development of products using multiple materials in order to solidify the market dominance and widen the gap with competitors is crucial.

The agricultural life business should continue to increase the sales and strengthen R&D to increase product competitiveness. In addition, it must innovate and reinforce the business structure to create more visible outcomes.

Second, we must change the nature of our business in order to meet our goals stably in the current emergency situation by increasing profitability and liquidity.

Many Korean firms are currently categorized as marginal companies. It is expected that those companies will start to reveal their vulnerabilities.

The corporate environment has more negative factors than positive factors. Rather than blaming the external environment, we must face the reality and prepare ourselves for the worst scenario.

Accordingly, we must focus all our efforts to improve the nature of our business and adopt a structure that maximizes profitability while setting financial solvency as our key management index.

In addition, we must recognize intensive management of inventories and bonds and generation of cash by reducing the working capital are important management indices, and reinvest available resources to ensure future growth.

Third, we must strengthen our ESG management system for sustainable management.

Starting in 2022, manufacturing companies across the world will start to spend significant amounts on improving ESG factors. This is inevitable for the sake of sustainable management. We can only guess that major manufacturing countries worldwide will experience significant changes in their industrial activities. In order to lead the mega-market trend referred to as ESG management, we must strengthen our environment-friendly technology and businesses related to biotechnology. In addition, we must establish a strategy aligned with ESG management



principles and reinforce our organization to create additional opportunities for advancement.

Led by the ESG management team in each business, we would make systematic improvements to meet the domestic and international standards and make necessary preparations to ensure our mid- to long-term survival.

The NOROO family!

I am afraid the economic situations that surround us in 2022 will not be so easy to go through. Nevertheless, we must turn this crisis into an opportunity, build a foundation to become a company that stands for a century, and prepare ourselves for a great leap forward.

Let's not lose hope and confidence and yet stay vigilant and play our part with sincerity.

Lastly, as we commemorate this meaningful new year, I'd like to thank the chairpersons of the labor union, executive board and union members who walk side by side with the belief of coexistence.

I hope you fulfill all your dreams and wishes in the new year. May your days be filled with happiness and health.

The NOROO family! Happy new year!

January 3, 2022
Chairman Han Young-jae

NOROO家族的各位成员!

二〇二二年(壬寅年)新年伊始。

值此新春之际,祝大家身体健康,阖家幸福!

过去的2021年,受新冠疫情持续扩散、原材料供需矛盾的影响,世界经济遭遇全球供应链紧张、国际政局混乱、气候变化等危机,可谓是非常艰难的一年。特别是原材料价格的持续上涨、全球运力的持续紧张,对收益性产生了严重影响,但是在“青年NOROO,引领市场的NOROO”的经营方针指引下,化工事业通过扩大市场支配力证明了其在市场中的竞争优势;农业生命科学事业通过业务稳步发展奠定了成长基础,集团取得了有意义的成果。

借此机会,向携手共度难关的集团全体领导和员工致以诚挚的谢意!

NOROO家族的各位成员!

随着新冠疫情常态化发展,尽管世界经济将逐步恢复,但新变异毒株的不断出现冲击着全球经济复苏,甚至有预测称通货膨胀和供给问题将长期存在。

因此,在世界经济不稳定因素持续的情况下,与去年一样,今天也将成为机遇与危机并存的一年。

面临这种情况,我们应该凭借强大的凝聚力和把危机转化为机遇的潜力,向着百年企业的发展目标不断挑战。

面对当前的国内外局势,为取得更卓越的成果,顺利实现飞跃发展的目标,我宣布将今年集团的经营方针定为“引领市场的NOROO,创造未来的NOROO”



为此,我将与大家一起着重推进以下三大核心目标。

第一,强化整个集团的基本竞争力,挖掘未来新发展动力,为持续增长奠定基础。

这场全球大流行病将我们的社会-经济整体的变化趋势提前了近20年,此后,在全球新格局下第四次工业革命、新市场、可持续经营将得以普及。

我们面临的经营环境威胁着企业的生存,只有把危机转化为机遇的企业才能生存下去。

为此,化工事业应着力于新生代新成长领域,以环保/新材料为中心,构建收益基础,引领开发与特种材料相关的产品,进一步提高技术竞争力,确保超差距竞争力从而支配市场。

农业生命科学事业应继续提高销售额,通过强化研发提升产品竞争力。同时,要改善业务结构,夯实基础,创造出更加可视化的成果。

第二,应通过强化收益性和流动性,改善企业结构,克服危机顺利达成目标。

目前,国内很多企业被划分为边际企业,预计今后这些企业将逐步面临亏损。企业环境的消极因素大于积极因素,与其归咎于大环境,倒不如直面现实,随时做好最坏的打算。

因此,我们要将企业结构改善为可提高收益率的结构,集中全公司的力量将确保财务健全性作为核心经营指标。

另外,通过库存和债权的集中管理、缩减运营资本,将创造现金流视为经营指标的重点,确保的资金要作为成长的基础重新投资到未来储备中。

第三,应进一步强化ESG经营体制,实现可持续经营。

从2022年开始,全球制造企业将正式开始承担ESG相关费用,从可持续经营的角度来看,这是不可避免的热点问题,预计今后全球主要制造业国家的产业活动将发生很大的变化。为了引领ESG这一巨大市场潮流,我们要强化环保技术力,加速推进BIO相关业务。同时,制定符合ESG经营战略,强化组织结构,使其成为进一步发展的机会。

应以各公司ESG经营促进部门为中心,所有部门共同努力系统地应对国内外标准,为中长期发展做准备。

NOROO家族的各位成员!

2022年,我们将面临的经济环境必然不会轻松。但是,我们要把危机当作新的机遇,为百年NOROO奠定基础,奋力一搏。

希望大家在怀抱希望和自信感的同时,保持紧张感,发挥各自的作用和职责。

最后,值此新年之际,向为构建和谐相生的劳资关系,时刻与我们并肩同行的集团旗下各公司工会主席和执行部门,以及全体工会成员表示衷心的感谢!

新的一年,祝愿大家心想事成,身体健康,家庭幸福。

祝大家新春快乐!

2022年1月3日
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SPECIAL THEME

METaverse

Facebook, the world's largest social network service company, changed its company name to Meta on October 28 with a strong declaration that they would create future social connections on the metaverse. The stock price of Roblox, a representative metaverse platform and a playground for teenagers around the world, has risen nearly 56% since its listing in March. BTS first released their music video "Butter" on the metaverse game platform Fortnite. Various market research companies predict that the size of the metaverse market will reach KRW 340 trillion within three to four years. The metaverse, which was only regarded as a world within a game, is now gaining popularity in reality and becoming reality itself.

10月28日, 全球最大社交网络服务企业——Facebook正式更名为META, 高调宣言今后要在元宇宙世界建立社交连接。被称为“全世界十几岁青少年游乐场”的Roblox是元宇宙代表性平台, 3月上市后, 股价上涨近56%。防弹少年团的新曲《Butter》的MV同样选择在元宇宙游戏平台《堡垒之夜(FORTNITE)》首发。各种市场调研企业均表示, 未来3-4年, 元宇宙市场规模将升至近340万亿韩元。曾被认为只会停留在游戏世界的元宇宙如今已经成为了现实世界的热议话题, 并一步步变为现实。



To the Transcendent Universe, and to the Expanded World

超越的宇宙 扩张的世界

The evolving metaverse

Metaverse, a term that has been listed without exception on the 'trendy keyword of the year' in recent years, is a compound word of "meta" meaning transcendence and "universe" meaning world, referring to the surreal world where the real and the virtual world converge and interact. This term first appeared in American science fiction writer Neil Stevenson's novel Snow Crash in 1992. In the novel, the protagonist is a pizza delivery man suffering from debt in real life, but in the metaverse, he plays an active role as an avatar, who is a swordsman and hacker. Avatar is also a word introduced in this book. With this background information, the metaverse is portrayed as a dark and unrealistic imaginary world in movies such as Ready Player One and The Matrix. However, according to the concept classified by the Acceleration Studies Foundation (ASF) of the United States, a non-profit technology research group, people are still living in and out of the metaverse several times a day.

ASF classifies the metaverse into the World of Augmented Reality (AR), Lifelogging, Mirror Worlds, and Virtual Worlds. According to this, people are using the metaverse by experiencing AR by playing Pokemon Go, enjoying Lifelogging through Instagram, Facebook, and vlogs, Navigating the Mirror World using NAVER Map, and exploring the Virtual World through Roblox, Minecraft games and ZEPETO. Then, what exactly is the metaverse in terms of its recent prospects, such as 'The 2020s is the Age of the Metaverse' or 'The Era of Virtual Economy Created by the Metaverse'?

Here, the metaverse means an online space where the four categories mentioned above will be fused and connected. Just as the Internet revolution caused by smartphones occurred as the web was connected to an app on a mobile phone, the metaverse is another revolution of people entering the online platform, where the real world has relocated to, as an avatar and engage in social, cultural, and economic activities through real-time interaction. As an environment where AR and virtual reality (VR) will be commercialized is gradually being built and the minds of users who want to enter the environment are sufficiently developed, the types of metaverse platforms and companies as well as users



元宇宙, 不断进化

近几年的“年度热词”中总能看到一个熟悉的身影,那就是“元宇宙”。元宇宙(Metaverse)是一个合成词,由有超越之意的“META”和意为世界的“Universe”构成,指现实世界和虚拟世界相互融合、相互作用的超现实世界。元宇宙的概念最早出现于美国SF作家尼尔·斯蒂芬森1992年的科幻小说《雪崩(Snow Crash)》。小说主人公在现实世界里是一个债务缠身的披萨外卖小哥,但在元宇宙的世界里,他的虚拟形象不仅是剑客,还是一名黑客。“虚拟形象(avatar)”一词自然也出自这部小说。相似的事例还有很多,如电影《头号玩家》和《黑客帝国》,都是由元宇宙搭建了一个阴暗的、非现实的想象世界。但是,根据美国一家非盈利技术研究团体“加速研究基金会(ASF: Acceleration Studies Foundation)”的概念分类,生活在今天的我们已经开始穿梭在元宇宙和现实世界之间,甚至每天都会往来很多次。

ASF将元宇宙分为增强现实(Augmented Reality)世界、生活日志(Lifelogging)、镜像世界(Mirror Worlds)和虚拟世界(Virtual Worlds)。因此,我们玩《口袋妖怪GO》游戏体验增强现实;通过Intagram、Facebook或VLOG记录生活,享受生活;打开NAVER地图查看镜像世界;亦或是登录Roblox、《我的世界(Minecraft)》游戏和ZEPETO探险虚拟世界等,这些行为都是在使用元宇宙。“21世纪20年代是元宇宙的时代”、“元宇宙创造的虚拟经济时代”等内容我们已经习以为常。那么在我们的未来展望中,元宇宙究竟是什么?

这里的元宇宙是指融合、连接上述四类的线上空间。就像手机里的应用程序接通网页后,兴起了一场由智能手机掀起的网络革命一样,元宇宙就是以虚拟形象进入再现实世界的线上平台,通过实时相互作用展开社会、文化、经济活动的另一场连接革命。广泛应用AR、VR等技术的环境逐渐成型,随着想要进入此类环境的使用者的思想逐渐成熟,元宇宙平台的种类,以及使用元宇宙平台的企业、个人也在逐步增加。已经有具有超前意识的开拓者和众多使用者踏上了元宇宙这片线上新大陆,他们正在开拓地形,创建版图。超现实世界的现实性不断具象化。

using them are also increasing. Fast pioneers and many users are already creating terrains and maps in a new online continent called the metaverse. The reality of the surreal world is increasingly taking shape.

Metaverse, an open universe

What apps do American teens use the most? It's not YouTube or TikTok—it's Roblox. The app, enjoyed by more than half of children under 16 in the United States, has 115 million subscribers and over 40 million daily users as of 2020. In Roblox, a game-based metaverse platform, users can not only enjoy the game, but they can also create their own game to earn 'Robux,' the currency of Roblox. NAVER's social-based metaverse platform, ZEPETO, has gathered nearly 200 million users within a period of less than three years since its launch. Among them, 90% are overseas users. In particular, there are many Gen MZ among said users, so luxury brands that want to target this group have opened virtual stores one after another in ZEPETO. Minecraft, with 130 million users is also one of the representative metaverse platforms. In 2020, as COVID-19 continue to spread, students from the University of Pennsylvania and Berklee College of Music in the United States created their colleges in Minecraft and held their graduation ceremonies there. Various games, like "Red Light, Green Light" in the popular TV series Squid Game, were also enjoyed here. Even concerts are held on the metaverse platform. For example, famous rapper Travis Scott's concert was held last year in Party Royale, a community space for Epic Games and Fortnite, and more than 20 million global users participated and enjoyed dancing next to Travis Scott's avatar. The concert's revenue is estimated to have reached USD 20 million. Numbers of viewers and revenues that were not possible offline were achieved.

This is why companies and celebrities gather on the metaverse platform. Without physical boundaries or limitations, it is possible to create secure contact points with more users and accumulate them as data to connect it to revenue. In particular, an online space is essential to meet Gen MZ and the next generation, Generation Alpha. They are the generations who have already been naturally accepting this change by learning, playing, and meeting online due to COVID-19. For them, the metaverse, where economic activity can also take place, is no different from the offline world. Creator Lenge, who earns close to KRW 15 million per month from fashion items in ZEPETO, runs 'Management O' in ZEPETO and collaborates with other creators, shares profits, and teaches skills. A production director who produces TV dramas and entertainment shows with ZEPETO Avatar also made an appearance. It is predicted that many jobs will be created within the metaverse platform in the future. With COVID-19, these activities are being accepted more quickly and without resistance.

The economic scale of the metaverse is also growing consequently with this trend. Global consulting firm PwC predicted that the metaverse's VR/AR market would exceed USD 1.5 trillion by 2030. "The digital economy will double compared to the global economy by 2040," said Matthew Ball, partner at venture capital firm Epyllion, citing research findings. Ball added, "A lot of time, labor, leisure and relationships are moving into the virtual world."

Perhaps this might be the last time when people use the word metaverse. Sangwook Park, PLAV CEO who was a former planner for ZEPETO, appeared on a YouTube channel called T Times and said, "Gen MZ does not use the word metaverse. They just go there." The metaverse will soon be mixed with reality and will become reality itself. Integration between metaverse platforms will also be required

in order for the transition to be natural and convenient. Once the metaverse ecosystem is constructed as an open space, the metaverse will work as a true universe.

元宇宙, 开放的宇宙

你知道美国十几岁青少年最常用的应用程序是什么吗?不是YouTube,也不是抖音,而是Roblox。据统计,美国有一半以上未满16周岁的儿童都非常喜欢这款应用程序。截至2020年,该应用程序的注册人数便已达到1亿1500万人,日访问量超4千万人。Roblox是基于游戏的元宇宙平台,用户在这里不仅可以玩游戏,还可以通过亲自创作游戏赚取Roblox货币“R币”。ZEPETO是基于NAVER社交的元宇宙平台,上市不到3年的时间已经吸引了近2亿用户。其中海外用户高达90%。特别值得一提的是,以MZ时代为目标客户群的知名品牌也都陆续在ZEPETO开起了虚拟商店。用户人数达1亿3000万的“我的世界”也是元宇宙平台代表作之一。2020年新冠肺炎疫情席卷全球,美国的宾夕法尼亚大学、伯克利音乐学院的学生在“我的世界”里创建了自己的大学,并在虚拟校园里举办了毕业典礼。在这里还可以体验热播韩剧《鱿鱼游戏》里的“一二三木头人”等游戏。就连演唱会也被搬上了元宇宙平台。2020年,著名说唱歌手特拉维斯·斯科特就在Epic Games的游戏《堡垒之夜》的网络社区Party Royale举办了一场特别的演唱会。全球超2000万用户同时参与了这场演唱会,以虚拟形象站在特拉维斯·斯科特的身边热舞,嗨翻全场。据推算,当天演唱会的收益可达2000万美元。无论是观众数量,还是收益规模,都是线下演唱会不可匹及的。

也正是出于这一原因,企业和名人开始转战元宇宙平台。这样就可以轻松打破物理界限,与更多用户建立安全的连接点,并以此累计数据,连接创收。特别是要想走进MZ世代和10后α世代的世界,就不可能离开网络。受新冠肺炎疫情影响,这一代人已经自然而然地接受了在网上学习、游戏和“见面”。可以开展经济活动的元宇宙对于这一代人来说,和线下世界几乎没有差别。内容创作者Lenge就通过在ZEPETO经营时尚单品,实现每月创收将近1500万韩元。她在ZEPETO里开了一家名为“MANAGEMENT O”的公司,与其他内容创作者合作,不仅分享收益,还会传授技术。甚至还有用ZEPETO虚拟形象制作电视剧和综艺的PD。今后势必还会有更多职业入驻元宇宙平台。在新冠肺炎疫情下,这种活动会以更快的速度被大家自然接受。

在这一大背景下,元宇宙的经济规模稳步扩大。全球咨询企业PwC预测,元宇宙的VR/AR市场将在2030年超过1万5000亿美元。风险投资企业Epyllion的合作伙伴马修·鲍尔(Matthew Ball)引用“截至2040年,数字经济将是全球经济的2倍”这一研究结果表示,更多的时间、劳动力、休闲和人际关系正在向虚拟世界转移。

说不定,现在是我们最后使用“元宇宙”一词的机会。因为曾负责策划ZEPETO的PLAV代表朴旭在接受“TTIMES”YouTube频道采访时表示,MZ世代不会使用“元宇宙”这个词,而是直接进入元宇宙的世界。元宇宙很快就会与现实融合,成为现实。要想让这一进程更加自然、便利,还需要各元宇宙平台之间的整合。成功构建作为开放空间的元宇宙生态系统之日,就是开启作为真正宇宙的元宇宙世界之时。



Meeting NOROO in the metaverse

NOROO Paint's Digital Marketing Team invited to ZEPETO

NOROO's executives and employees participated in the 2021 Foundation Ceremony and the 2022 New Year Kick-off Ceremony held through a video conference on the metaverse platform ZEPETO. NOROO people, who celebrated the anniversary of the company's foundation and greeted the New Year on NOROO's stage in the virtual space, said that they felt the changes throughout the years and were deeply moved at the same time. Meet the Digital Marketing Team that opened a new space in the metaverse through ZEPETO.

在元宇宙 遇见NOROO

纳路涂料数字营销组发来ZEPETO邀请函

NOROO员工以ZEPETO元宇宙平台的视频方式参与了2021公司创立纪念仪式和2022年始务式。NOROO人在虚拟空间的NOROO舞台庆祝公司创立纪念日,互道新年祝福,在感受时代变化的同时,也收获了满满的感动。下面就让我们一起走进通过ZEPETO打开元宇宙新世界大门的数字营销组。

AVATAR GATHERS IN NOROO

Last October, NOROO was suddenly crowded with people. Each dressed in a unique outfit and enjoyed taking selfies all over NOROO. Are you wondering, "Really? I have never seen such people?" This is referring to those who gathered at the 'ZEPETO Proof Shot Event' held in the NOROO map in ZEPETO, not the actual Anyang Factory of NOROO Paint.

Last year, the Digital Marketing Team that prepared the NOROO map in ZEPETO held an open event for general consumers. It was an event where participants take a "proof shot" on the map and upload it to the ZEPETO feed. It was difficult to predict how many ZEPETO users are NOROO consumers and social media followers, but the result was successful.

虚拟形象在NOROO集合

10月, NOROO突然人头攒动,热闹非凡。穿着个性的男男女女穿梭在NOROO的各个角落,咔咔自拍个不停。“嗯?我怎么没看到?”你是否也有这种疑问?因为这个场景并不是发生在现实世界的纳路涂料安养工厂,而是ZEPETO中的NOROO地图“ZEPETO打卡照活动”现场。

2020年,数字营销组在ZEPETO平台创建了NOROO地图,面向普通消费者举办了开放活动。活动要求很简单,只需在地图上拍照后上传至ZEPETO feed即可。因为事先不清楚消费者和纳路涂料社交平台粉丝中有多少ZEPETO用户,所以对活动能否成功谁都不敢保证。但可喜的是,这次活动非常成功。

“BtoC的消费群体是30-49岁的主妇,但ZEPETO的主要用户是Z世代,所以我们一度很担心活动的参与度。事实证明,我们的担心是多余的。活动的参与度很高,证明今后可以继续策划这样的营销活动。”正如曹贤贞课长所言,元宇宙的主要受众群体是MZ世代,特别是Z世代。要想抓住逐渐成为消费市场主体的这类群体,绝对离不开元宇宙。NOROO这次依旧先于同行一步,对未来新发展做出了反应。管理层和数字营销组洞察到了营销潮流正在转向元宇宙,并已就此开始讨论组建元宇宙TF小组。

一砖一瓦亲手建造

NOROO虽然在第一时间采取了行动,比如通过调查寻找符合自身特点的元宇宙平台,与外部企业就地图改善问题进行探讨等,但受时间和预算的限制,并没能找到理想方案。委托外部企业开发不仅耗时,还要投入大量金钱,单是创建地图



The NOROO Archives, created ahead of the anniversary of the company's foundation, is a space where efforts were made to capture NOROO's history to the fullest within the limited conditions of the map. In addition, the Digital Marketing Team induced space exploration by arranging interesting elements throughout NOROO WORLD.





“The main consumer of our BtoC is housewives in their 30s and 40s, while ZEPETO is mainly used by Gen Z, so we were concerned that the participation rate would be low, but the results were different. It was very high, so we were able to see the potential of future marketing.” As explained by General Manager Cho Hyun-jung, Gen MZ, especially the Gen Z, are the main users of the metaverse. The metaverse is an essential part in order to target these generations who are becoming the main players in the consumer market. NOROO moved the fastest within the same industry this time, too. Based on the judgment of the management who identified the marketing trend of moving to the metaverse and the digital marketing team, NOROO formed a metaverse task force team and had discussions surrounding it.

FROM A TO Z ON OUR OWN

They moved quickly—researching a metaverse platform suitable for NOROO and meeting with external companies to open a map—but there were no companies who could work with the limited time and budget. If it was entrusted to an outside company, it would take a long time to develop and would cost up to KRW 200 million just to open the map. At this time, Senior Manager Ji Nam-cheol of the Digital Marketing Team, stepped forward.

“Among the metaverse platforms, ZEPETO was the place with the highest user influx and high quality. The ZEPETO “Build It!” program is similar to the 3D program I learned before, so I thought it would be worth trying.” When Senior Manager Ji Nam-cheol began to frame the map while studying on his own, the team members also added ideas and supplemented the details. “At

first, I made it identical to the main building of Anyang Factory, but our team members added various elements to make it more fun.” All the team members worked hard for a month and a half, with the anniversary of the company’s foundation as the deadline. They bumped into some problems along the way. Senior Manager Ji Nam-cheol had to move the map he made in his personal account first to the company account, so it had to be recreated from scratch. Even in the hospital room while on sick leave, he could not let go of his laptop. Manager Cho Hyun-jung, Assistant Manager Lee Jin-sook, and Manager Bae Soo-hyun searched the relevant information in detail through various routes to see if there were any shortcomings, and the youngest staff and designer Hwang Ji-yu, decorated the map with trees and flowers and arranged unique characters. Through this teamwork, they raised the level of completion.

“It was a hectic schedule until the very end. Although the map was completed, we had no idea of when the inspection by ZEPETO was completed. But with the help of Department Manager Han Kyung-won of NOROO Holdings, the inspection was carried out without any scheduling conflict.” Thanks to everyone’s cooperation, NOROO’s space in ZEPETO was opened. When the event was opened, users joined NOROO, and the Foundation Ceremony and New Year Kick-off Ceremony were held, enhancing the bond between the executives and employees in the midst of COVID-19. NOROO has broadened the opportunity to experience the fun and usefulness of the metaverse.

LET’S PLAY IN THE METAVERSE WITH NOROO

The Digital Marketing team is preparing the next step on the metaverse platform ZEPETO so that more people can experience NOROO’s colors and paintings. “The pace of developing the online platforms is remarkably fast, and a new generation relentlessly enjoys it. Led by Senior Manager Ji Nam-cheol who said, “Since we are the first team in NOROO Paint to use the word ‘digital’ in their team name, we will take responsibility and lead at this pace to connect it to the business.” Manager Cho Hyun-jung, Assistant Manager Lee Jin-sook, Manager Bae Soo-hyun, and Staff Hwang Ji-yu said with determination, “We will continue to develop digital



If you want to know about the metaverse or the space of NOROO, open your smartphone and play ‘NOROO’ in ZEPETO. NOROO, which is always filled with cherry blossoms all year-round, will welcome you.



cultural content and keep adding values to NOROO’s brand.”

If you want to know about the metaverse or the space of NOROO, open your smartphone and play ‘NOROO’ in ZEPETO. NOROO, which is always filled with cherry blossoms all year-round, will welcome you.

就要2亿韩元。就在所有人一筹莫展的时候，数字营销组的池南哲次长主动扛起了重任。

“元宇宙平台中，用户引流最活跃、价值最高的平台是ZEPETO。ZEPETO BUILD IT软件和我以前学过的3D软件很像，我可以试一试。”就这样，池南哲次长开始自学，构建地图框架。组员也积极献计献策，完善细节。“一开始我真实地还原了安养工厂主楼，后来组员建议我多加一些元素，让这里变得更有意思。”以公司创立纪念日为截止期限，全体组员为此疯狂赶工一个半月，一起度过了多个难关。池南哲次长将最先创建的地图从自己的私人账号转移至公司账号，结果没想到要重头开始制作，正在休病假的他南哲次长在病房里也没有放下电脑，而是带病坚持完成了这项工作。曹贤贞课长、李珍淑代理和裴秀晔课长通过各种渠道收集相关具体信息，检查是否存在漏洞，作为组内最小的设计师，黄智裕主任用花草树木装扮地图，还创

建了独特的角色等，进一步提高了地图的完成度。

“这项工作真是忙到了最后一刻。虽然完成了地图制作，但ZEPETO方的审查时间不是我们的可控因素。最后还是在纳路控股股份有限公司韩景媛室长的帮助下，才能在截止日期前顺利完成审查。”在所有人的共同努力下，NOROO空间正式在ZEPETO开放。活动拉近了用户与NOROO的距离，公司创立纪念仪式和始务式在新冠肺炎疫情中提高了员工之间的亲密感。NOROO成功拓展了体验元宇宙的乐趣和实用性的机会。

元宇宙，畅玩NOROO

为了让更多人有机会体验NOROO的色彩和涂料，数字营销组正在元宇宙平台ZEPETO进行下一个准备阶段。“线上平台的发展速度非常快，新一代人会毫无顾忌地享受这种速度。在纳路涂料，我们小组最先在组名中加入了‘数字’一词，因此我们有责任承担这份使命，一定会配合发展速度，引领商务对接。”在池南哲次长的带领下，曹贤贞课长、李珍淑代理、裴秀晔课长和黄智裕主任也表明了自己的决心，表示今后将继续开发数字文化内容，提高NOROO的品牌价值。

如果您想体验元宇宙，如果您想参观NOROO空间，那就快打开智能手机，在ZEPETO中畅玩“NOROO”吧。一年365天樱花漫天的NOROO欢迎每一位访客的到来。



Start 2022 in the metaverse through the expanding NOROO WORLD

"We invite all our executives and employees to the metaverse world. Follow Me!" It is in front of the main building of NOROO in ZEPETO where visitors fly in the air and landed lightly following the text. Familiar faces and unique characters are on the screen on the podium. Let's enter NOROO's New Year Kick-off Ceremony using the metaverse platform ZEPETO.

2022, 更加广阔的 NOROO WORLD

在元宇宙迎接新年的到来

"元宇宙世界向每一位员工发出邀请。Follow Me!"跟随这句话的指引,身体犹如自由落体般漂浮在空中,然后轻轻落地,眼前出现的就是ZEPETO世界里的NOROO主楼。演讲台上的大屏幕里有大家熟悉的面孔和充满个性的角色。让我们一起走进利用元宇宙平台ZEPETO举办的NOROO始务式吧。



ENJOY THE ENERGY OF THE YEAR OF THE TIGER WITH YOUR AVATAR!

An avatar host greets executives and employees on the stage of the newly decorated NOROO map in ZEPETO for the New Year. The voice emanating from the avatar host is not from a sophisticated voice actor, but it is the voice of Senior Manager Kang Tae-jun of NOROO Holdings. NOROO's achievements in 2021 shown on the screen was guided by a familiar and welcoming voice. Amazing news about NOROO's social contribution that make the company proud, such as achieving grade A in ESG evaluation, developing a COVID-19 antiviral Paint, and acquiring the first USDA certification for two bio Paints in Korea, spread out in various fields, making NOROO people very excited. Everyone most likely smiled in the video that followed. In the Year of the Tiger, NOROO people, who were born in the year of the Tiger, came out to exchange New Year's greetings; and cute tiger props make the characters' expressions and greetings more thrilled. The movement of the avatars that closely resembled them added vitality to the exchange of greetings. NOROO executives' hopes and aspirations for the new year were also vividly delivered with the lively avatars. The New Year Kick-off Ceremony, which was rich in colorful stories with the appearance of artists who participated in COVER ALL published by NOROO Seoul Design Studio (NSDS) and entertainer Jo Se-ho, was concluded with a New Year's greetings from NOROO Chairman Han Young-jae to inspire a sense of purpose for 2022.

虚拟形象汇聚一堂祈福虎年!

在新年到来之际,虚拟形象主持人站在焕然一新的ZEPETO NOROO地图的演讲台上迎接每一位员工的到来。虚拟主持人使用的不是专业配音,而是纳路控股股份有限公司姜泰准次长的声音。在熟悉而亲切的声音中,屏幕上开始回顾2021年的NOROO。取得ESG评估A级、开发新冠肺炎抗病毒涂料、2款生物涂料在全韩国范围内首次获得USDA认证等令人骄傲的消息,以及在各个方面开展的美好社会服务消息让每一名NOROO人激动不已。在接下来的视频中,每个人都露出了笑容。适逢虎年,所有属虎的NOROO人向大家送上了新年祝福,可爱的小老虎道具搭配人物的表情和祝福,让整个现场洋溢喜悦的气氛。和员工本人有几分相像的虚拟形象不断变换造型,为祝福增添了活力。NOROO管理层同样使用元气满满的虚拟形象向员工生动地传达了新年的希望和抱负。参与编写NSDS (NOROO Seoul Design Studio)《COVER ALL》的多名艺术家和艺人曹世镐也出现在虚拟世界之中,讲述着色彩的故事。在内容丰富的始务式中,集团会长韩荣宰通过新年致辞提出2022年度目标,鼓舞士气,并就此圆满地结束了本次活动。

相约NOROO WORLD

为了利用元宇宙平台ZEPETO制作始务式视频,纳路涂料数字营销组在虚拟空间中建造舞台,制作了视频涉及人物的

SEE YOU IN NOROO WORLD

NOROO Paint's Digital Marketing Team set up a stage in a virtual space and created the avatars of the performers to produce the video for the New Year Kick-off Ceremony using the metaverse platform ZEPETO. Assistant Manager Lee Jin-sook said that she worked hard by examining each one in detail in order to preserve the characteristics of each performer and give them individuality as an avatar. The fresh appearance of the avatar served as a reminder of the beginning of a new year, as it was the second video-based ceremony that required a different method in the midst of COVID-19. If you feel down about not being able to meet others due to the extended social distancing, how about making an appointment as an avatar on NOROO map in ZEPETO? It will be fun taking pictures together in front of the stage, where the New Year Kick-off Ceremony was held, and walk through the long history of NOROO Archives, which has been carefully reproduced. It will also be interesting to see the cozy lobby, pleasant dining room, and neat office, as well as meeting unexpected users and other colleagues who are disguised as avatars. The metaverse is a world that is formed through participation. If you haven't experienced the metaverse yet, start with NOROO WORLD.

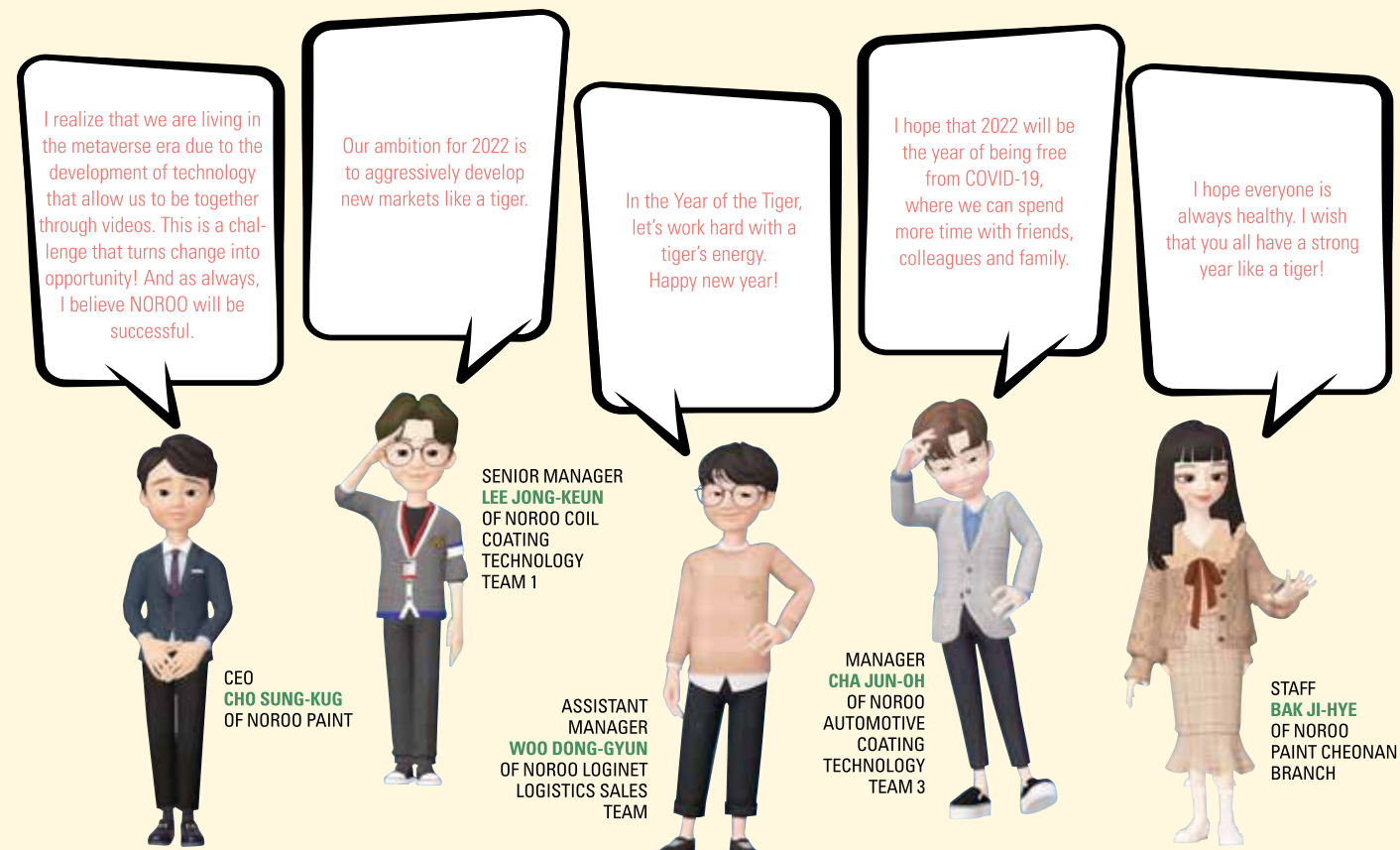
虚拟形象。为了在保留每个人特点的同时,赋予虚拟形象以个性,李珍淑代理对每一个人进行了深入观察和研究。这是新冠肺炎疫情下以视频形式举办的第二场始务式,因此需要形式创新。虚拟形象的新鲜登场为新一年的开始注入了活力。保持社交距离政策尚未结束,如果您正在因不能聚会而沮丧,不妨用虚拟形象在ZEPETO的NOROO地图上来场约会如何?可以一起站在举办始务式的舞台前拍照,在用心还原的NOROO历史馆回顾纳路在过去漫长岁月里走过的路。走过温馨的大厅、舒适的餐厅和干净的办公室,说不定在参观的过程中就能见到以虚拟形象亮相的同事或是意想不到的用户,绝对是其乐无穷。元宇宙是参与才形成的世界。如果您还没有感受过元宇宙,不妨就从进入NOROO WORLD世界开始吧。



ASPIRATIONS AND HOPES FOR 2022

Let's establish the foundation for 100 years of NOROO Group and take a powerful leap forward, with being a market leader and future creator as NOROO's management index.

CHAIRMAN HAN YOUNG-JAE



Preparing for the Future With Eco-Friendly Smart Farming

KIBAN TECH Co., Ltd.

There is an illustration from a SF novel where loads of vegetables and fruits are growing in a greenhouse located inside a space shuttle. That future is near now. On Earth, we already have smart farms, which are greenhouses that automatically control the growing environment of crops. KIBAN Tech's technologies specialized in the design and construction of smart farms are realizing the future now.

环保智慧农场 迎接未来

(株) KIBAN TECH

我曾在科幻小说中看到一幅插图，插图上有一艘正在银河旅行的宇宙飞船，飞船内的温室里长满了蔬菜和水果。如今，这个场景很快就会实现。地球上，利用自动技术管理培育环境的温室、智慧农场已经投入使用。KIBAN TECH是一家专业负责智慧农场设计与施工的企业，其技术正在逐步拉近我们与未来的距离。



REDUCING LABOR WHILE INCREASING YIELDS

Behind the door of the silver structure standing on a dry, frozen land, a different world unfolds. Stinging sunlight mixed with cold wind becomes warm light after going through the greenhouse film. Horizontal insulating curtains installed together with shading net securely wrap around the greenhouse. Nobody is working in the field, but a stream of water starts to flow. The automatic control system is watering the roots of the plants on the shelf. The liquid contains all the nutrients that the crops need. This amazing world is called the "smart farm." It is a cutting-edge greenhouse designed and constructed by KIBAN Tech.

"Smart farm technology uses ICT technologies to enable real-time control of the growing environment of crops such as temperature, humidity, ventilation, and natural lighting. It enables us to control the growing environment despite the changing climate and help us maximize the yields with less labor," explains Yoon Sang-yeon, a technical expert at KIBAN Tech. "With the intensifying climate change, protecting the food sovereignty is becoming more important. However, the agricultural population is continuously aging and dwindling. In order to grow the food that we eat in our land, the central government, local governments and various organizations are introducing support programs to develop smart farms. This is the first low-cost model greenhouse developed and constructed by KIBAN Tech to promote Nonghyup's smart farm plant business."

Having been completed in last December, the greenhouse is being managed using a smartphone app. The crops are planted on shelves that are as high as the waist for more comfortable working environment. "Since it requires less human labor and strength, senior farmers as well as young people who wish to start their own farm can grow crops more easily. If 16,529 m² of conventional farmland require 30 workers, a smart farm only need 10 workers. Yet smart farms have greater yields." This was also verified in numbers. According to an investigation, the agricultural output for every 1m² increased by 27.9% while labor cost and damage from blight and harmful insects decreased by 16% and 53.5%, respectively, after the imple-

减少劳动量,提高生产量

在干燥的冬日冻土上,可以看到一座座银白色的构造物,构造物的大门仿佛连通着另一个世界。夹杂着凛冽寒风的阳光通过温室薄膜转变为温暖的光芒。遮光膜和保温水平幕帘牢牢守护着温室。看不到一个人影,却可以听到从某个地方传来的流水声。仔细寻找声音的来源,原来是自动控制系统正在为种植在培养基的作物根部供水。水中含有作物生长所需的所有营养成分。这个神奇的世界叫作“智慧农场”,是KIBAN TECH设计、施工的高科技温室。

“智慧农场应用ICT技术,可以对温度、湿度、通风、采光等农作物生长环境进行实时管理。不受气候变化影响,可以维持、开发栽培环境,只需投入少量的劳动力,即可获得高生产率回报。”KIBAN TECH专门委员尹相渊对智慧农场进行了简单介绍,“近期极端天气愈发频繁,保障粮食产量的重要性愈发重要。但是,农业人口老龄化和下降趋势很难恢复。为了在韩国的土地上种植韩国人的食物,政府、地方自治团体和多个机构从各个方面不断扩大对智慧农场普及的扶持力度。这间温室作为普及型模型是KIBAN TECH参与开发并进行施工的第1号温室,旨在广泛拓展农协智慧农场工厂项目。”

1号温室于2021年12月竣工,通过智能手机应用程序进行管理,可以看到这里的设计非常人性化,齐腰高的作物种植搁板非常方便操作。“动手少,省力气,无论是高龄农业人,还是有意愿回村务农的青年都可以轻松栽培作物。同样是5000坪土地,一般农田需要30人干活,智慧农场只需10人就够了。而且还能保障更高的生产率。”这一点有数据证明。某调查分析显示,引进智慧农场后,1平方米的农作物生产量提高了27.9%,节省雇佣劳动费16%,病虫害疾病减少53.5%。特别是农作物品质改善效果非常明显。还有一个特点就是可以通过控制环境在任意地方栽种想要的作物。

Various types of salads are ready to grow in the first greenhouse of Nonghyup's smart farm plant business located in Yeongcheon, Gyeongsangbuk-do.

Lee Jong-mu, a farmer and president of Yeongcheon Future Korean Medicine Farming Corporation, commented,

"It incurs less cost of labor and produces more profits since it is possible to farm all year round in comparison to the standard farming method.

I like the fact that it uses an electric boiler that is more eco-friendly."





It is possible to monitor smart farms using the dedicated smartphone app as well as control temperature, humidity and lighting.

mentation of the smart farming technology. In particular, it had an outstanding effect in improving the quality of agricultural products. Another benefit of the environmental control enabled by smart farming technology is that farmers can grow any crops in any part of the country. "Through the smart farming technology, producers can increase the efficiency while consumers can enjoy a stable supply of various crops. Farmers now don't have to rely on the sky for a good harvest." Yoon soothes the fear of climate change and suggests a solution, explaining that artificial lights can replace the sun on cloudy days. KIBAN Tech is preparing for the future of agriculture through smart farming technology.

SMART FARMS MAKE AGRICULTURE SUSTAINABLE

As the benefits of smart farms are in the limelight, Korean smart farm market is increasing sharply. The total area of smart farms in the country is increasing by more than 70% on an annual average. KIBAN Tech is also exploring every nook of the country to expand its business. "In the early stage, design and construction of smart farms took place in government organizations such as Agricultural Technology Center and schools for experiments or research purposes. Recently, we are receiving a lot of contact from companies in the heavy industry who are aware of ESG factors as well as agricultural companies and farmers who want to prepare for abnormal weather conditions," explains Noh Deuk-ha, an assistant manager at the Facility Team. Noh creates optimal greenhouse systems customized to client needs, offering end-to-end services including on-site



check, consultation, blue print design, construction, and maintenance services. In addition, KIBAN Tech is participating in various government tasks related to smart farm technology including the design of the greenhouse in Eumseong Eco-Friendly Energy Town, which is scheduled to be completed by 2022, and developing an industrial water supply method and energy saving technology for Saemangeum Greenhouse. The greenhouse in Eumseong is operated with the biogas generated in the public livestock waste treatment facility to increase profits and create jobs. Noh explains further, "Various renewable energy technologies using geothermal heat, wind power and waste heat are being implemented to greenhouses. Such technologies create less waste and pollute less by recycling waste water, thereby creating a sustainable future." KIBAN Tech is currently working with a government office to accelerate the implementation of these technologies in the agricultural industry. "We are meeting more and more farmers by participating in Nonghyup's smart farm plant business. We will continue to upgrade the facilities and create the optimal farming environment," said Noh and Yoon firmly. Jeong Yak-yong, a Korean agronomist from the Joseon Dynasty, said that agriculture is the foundation of a country. KIBAN Tech is a secure support that helps our foundation stand upright.



It is another smart farm located in Gunwi, Gyeongsangbuk-do. Although it is a tomato farm that spans over 16,529 m of land, it is being managed by only 7 to 8 workers.



“有了智慧农场,生产者可以提高农业效率,消费者也可以更稳定地买到多样作物。现在,农业已经可以不再靠天吃饭了。”就像尹相渊专门委员介绍的一样,人工照明可以在阴天替代自然阳光,这些可以说是我们为应对气候变化这一不确定因素找到的最佳解决方案。KIBAN TECH正利用智慧农场准备迎接未来农业。

智慧农场, 创造可持续的农业

随着智慧农场效用性的突显,韩国相关市场规模直线上升。智慧农场面积年平均增长率超过70%。KIBAN TECH也在全国范围内拓展这一项目。

“起初为了引进智慧农场,我们以农业技术中心等机构部门、学校为中心,设计试验或研究用温室并进行施工。近期,我们接到越来越多的咨询电话,其中包括想要应对异常气候的普通农户,甚至还有考虑ESG议题的重工业等非农业领域企业。”设施组代理卢得夏对记者说道。基于这一变化,目前KIBAN TECH正在构建集现场确认、咨询、设计图纸制作、施工、维修一系列功能,可以满足订购方需求的最佳温室系统。特别值得一提的是, KIBAN TECH目前参与了多项与智慧农场相关的政府课题,如正在筹建计划于2022年竣工的阴城郡环保源城的温室、研究新万金温室供水方案及节能技术等。阴城郡温室的运营能源来自家畜排泄物公共处理设施生产的可再生能源——沼气,有助于提高收入,创造工作岗位。卢得夏代理表示,在温室使用地热、风能、废热等环保及再生能源代替化石燃料这项技术正在朝多方面发展。与原有农业相比,此类技术产生的废物排放更少,废水也可经杀菌后回收再利用,满足环保需求,有助于打造可持续未来。

KIBAN TECH正在积极与政府机关合作,力求在农业领域尽快普及此类技术。“现在我们正在参与农协的智慧农场工厂项目,不断接触更多的农户。今后会不但升级设施,为农户提供最佳农业环境。”卢得夏代理和尹相渊专门委员表达了自己的决心。丁若镛(号茶山)有一句名言:“农者之天下大本也。”可见,农业是一国之本。KIBAN TECH是帮助国家建立立国之本的坚强后盾。

NOROO with Next Creators

Seoul Home Table Deco Fair 2021 and NOROO Paint

Amid the prolonged COVID-19, where staying at home is recommended, interest and consumption in home interiors are bound to grow. The size of the interior design market in 2020 was recorded at KRW 41 trillion, 1.5 times higher than in 2019, and will reach close to KRW 60 trillion in 2021. This important point was also reflected in the Seoul Home Table Deco Fair 2021. Although the fair was smaller than previous years, the number of visitors increased from the first opening day. NOROO Paint participated in the Seoul Home Table Deco Fair through the Next Creators Booth together with NOROO Seoul Design Studio (NSDS) to showcase the colors of NOROO.



NOROO with Next Creators

2021家庭餐桌装饰展和纳路涂料

新冠疫情的常态化发展,使得“居家”成为防疫重点政策,自然而然提高了大众对家装的关注和消费。与2019年相比,2020年的家装市场规模增长1.5倍,创下了41万亿韩元的佳绩,2021年这一数字再次增长,高达近60万亿韩元。2021年家庭餐桌装饰展就充分反映了这一趋势。本届展览在规模上虽不及往年,但开放首日,前来参观的民众就排起了长长的队伍。纳路涂料和NSDS在家庭餐桌装饰展设立“下一代创造者(Next Creators)馆”共同推出NOROO色彩。



ALL ABOUT HOME TABLE DECO

The Seoul Home Table Deco Fair 2021 held at COEX in Seoul for four days from December 9 to 12 starting in BEXO in Busan all the way to Songdo, Incheon received immense interest from many visitors. On the first day, visitors who lined up before the opening hours entered the exhibition hall with the opening and were able to quench their thirst for exhibitions, which had been limited due to COVID-19. At a time when interest and demand for home interiors are higher than ever, the Seoul Home Table Deco Fair must have been enjoyable to both consumers and industry-related parties. The exhibition included everything in the field of interior design—from furniture, lighting, landscaping and kitchen to tableware, and home appliances—accelerating the footsteps of visitors bustling in the expansive exhibition hall. However, up to this point, visitors may have slowed down, shifting to a much calmer gaze, where they can see the place filled with the highest density of sparkling creativity throughout the whole exhibition hall—the Next Creators Booth.



NSDS COLOR OF THE YEAR & NOROO PAINT

The Next Creators Booth is a corner that introduces 20 up-and-coming designers selected through pre-screening for individual designers, startups, and university and graduate students. Selected designers and design teams can exhibit their work in their respective booths, and the best artist, selected through visitor voting and



关于家庭餐桌装饰展

继釜山BEXCO、仁川松岛后,12月9日至12日在首尔COXE举办了为期四天的2021家庭餐桌装饰展,引起了热烈反响。开展首日,参观者们早早便来到现场排队,只为第一时间进入展厅,一解因疫情期间的各种限制而未能自由观展的渴望。在这个特殊时期,人们对家装的兴趣和需求已经达到了前所未有的新高度。本届家庭餐桌装饰展自然受到了消费者和业界有关人士的欢迎。展览涉及家装的方方面面,包括家具、照明、造景、厨房、餐桌装饰和家电,参观者穿梭于宽敞的展厅,目不暇接。不过,有一个地方尤为特别,参观者来到这里会自然而然地放慢脚步,专注地观看眼前的展品。这就是整场展览中闪亮创意的聚集之地,“下一代创造者馆”。

NSDS年度色彩和纳路涂料

展会提前面向个人设计师、初创企业、大学生和研究生征集设计作品,并通过事前审查最终选出了20位新晋设计师,为其提供进行宣传的机会。入选设计师或设计团队要在各自的展台展出自己的作品,接受参观者的现场投票和专家评审。夺得桂冠的最优秀设计师可以获得参加2022法国巴黎时尚家居装饰设计展(MAISON&OBJET)的名额,第二名和第三名则可以继续参加2022首尔家庭餐桌装饰展。“下一代创造者馆”旨在帮助新晋设计师成长,谋求韩国生活设计领域的发展。NSDS(NOROO Seoul



experts, will have an opportunity to participate in the 2022 French Maison & Objet. The 2nd and 3rd runner-ups will also be able to participate in the Seoul Home Table Decor Fair 2022. NSDS provided the trend color list for 2022 to the Next Creators Booth, which helps young designers grow and promotes the development of the Korean living design field. NOROO Paint also sponsored the paint for the booth, helping their work to stand out more. The 20 teams of artists that were selected decorated their respective booths by choosing the desired color from NSDS' suggestion of trendy colors in 2022 called "COVER ALL Vol.06 "BETTER OPTION" and NOROO Paint's color chart.



THE START OF HOUSES OF TOMORROW

The color chosen by artist Kim Da-eun, who exhibited tables and sofas that transform the space due to its organic form and can be separated, is NSDS' NR06-001, Autumn Berries. This color, which contains the sweetness and intensity of ripe berries in the fall, was realized with PANTONE paint to further accentuate the sleek ivory-colored furniture. Artist Kim Da-eun expressed satisfaction with the result by saying, "All of my pieces are in ivory color, so I wanted to use a bold color on the wall that is unique but not flashy." In addition, NR06-041 Provocative Pink, a soft pink selected by Artist Kim Ji-min, the warm color of the yellow group used in Lee Hyung-jun's booth, and PANTONE 18-1015 Shitake also served as the perfect backdrop for the piece. There are also other artists who chose the same color for this exhibition based on their experience of using NOROO Paint in their studio and showroom. Artist Kim Yun-sam of SAM-JAKSO painted the studio with NOROO Paint based on his father's recommendation, an interior designer, and Artists Seo Yeong-wan and Kim Yun-jo of LABAUEN

Design Studio)和纳路涂料分别在展馆内提供了2022流行色清单和展台用涂料, 可谓是锦上添花。入选的20组设计师在NSDS的2022流行色《COVER ALL Vol.06 "BETTER OPTION"》色彩提案和纳路涂料色彩表中挑选了自己喜欢的颜色, 并对各自的展台进行了装饰。

走进明日之家

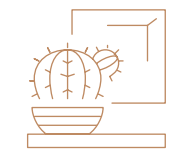
保持有机形态的同时, 兼具分隔功能, 用于改变空间的桌子和沙发, 这就是设计师金多恩的作品。金多恩设计师选择的颜色是NSDS的NR06-001, Autumn Berries。这款颜色充满了秋季成熟浆果的甜蜜感和强烈感, 使用潘通涂料进行粉刷后, 进一步衬托出象牙白色家具的光滑质感。金多恩设计师表示, 作品整体为象牙白色, 所以在墙体颜色选择上, 挑选了个性十足又不过分张扬的稳重颜色, 她对自己选择的结果很满意。



also said that it was a nice reunion since they had painted the showroom in Seongsu-dong with NOROO Paint. In addition to the subdued gray, various white tones filled the Next Creators Booth. The transparent pieces of Studio RIPOSO shined even more on the white walls, and the warm white of NR06-043 Mediterranean White created a comfortable environment without glare as the projector's screen and base of the white porcelain. In addition to the artworks, visitors showed interest in the colors of the wall and said, "It's nice to be able to see various colorful walls in one space."

金智敏设计师选择的是柔和的粉色, 即NR06-041 Provocative Pink。而李亨俊设计师的展台使用了暖色系黄色PANTONE 18-1015 Shitake为作品提供了完美的背景。特别值得一提的是, 有些设计师已经在工作室和样板间的粉刷过程中使用过纳路涂料, 所以在本次展览中继续选择了同样的颜色。三作所的设计师金允三是经做家装的父亲推荐, 使用纳路涂料粉刷了自己的工作室。LABAUEN的设计师许英完、金允朝也是选择纳路涂料粉刷了位于圣水洞的样板间, 体验感非常好。除了深沉的灰色, 还有各种白色调颜色装饰着“下一代创造者馆”。工作室RIPOSO的透明作品在白色墙壁上更加耀眼, NR06-043 Mediterranean White的暖白色无论是作为投影仪的幕布, 还是作为白色陶瓷器的背景使用, 都能够营造出一种不刺眼的舒适环境。除了设计师的作品, 现场墙壁的颜色也引起了参观者的关注, 有参观者称:“没想到能一次看到这么多颜色的墙面, 很开心。”

The Next Creators Booth, where 20 small booths were gathered and colorfully woven together, was a corner where visitors could get a glimpse of new home table decorations and colors. Houses of tomorrow already starts here.



Colors of 2022 That Dream for a Better Tomorrow

NSDS and PANTONE's Color of the Year

As we enter the third year of the pandemic, we realize that the way to accept the uncertain future is to stand tall in the present by having a clear awareness of the now rather than longing for the past. Meanwhile, NOROO Seoul Design Studio (NSDS) and PANTONE suggest the Color of Year 2022 to deliver hope and inspiration despite, or thanks to, the uncertainties in the world.

憧憬更美好明天的2022年度色彩

NSDS和PANTONE推荐的年度色彩

已进入新冠肺炎疫情爆发后的第三年, 我们不再怀念从前, 而是不断认识到: 认清当下, 顽强地站起来, 才能面对变幻莫测的未来。在这样的时期, NSDS和PANTONE推荐的2022年度色彩传递的信息是: 尽管世界是不完美的, 仍然可以找到希望和灵感; 或者说, 正是因为有这些不完美, 才可以找到希望和灵感。



BETTER OPTION

The 2022 theme of COVER ALL, the color trend book published by NSDS every year is "Better Option." "We are not perfect. We offer a better option, a less harmful way to live." This slogan accepts, consoles, and inspires us.

Color moods scatter in all directions rather than coming to one certain trend due to the amplified anxiety and the current uncertainties. This is a complex phenomenon created by multiple factors such as the pan-

Better Option

NSDS每年发行的色彩潮流手册《COVER ALL》的2022年主题是“Better Option”。“We are not perfect. We offer a better option, a less harmful way to live.”这一主题的含义, 让我们得到了认可和慰藉, 让我们重振精神。当前现实充满了不确定性, 人们日益焦虑。因此, 比起汇聚为特定的潮流, 色彩的感性是在各处零散显现的。这是疫情和新技术、实验性挑战叠加在一起出现的复合现象, 同时反映出消费者的喜好正趋于碎片化。NSDS表示, 消费者表现出超

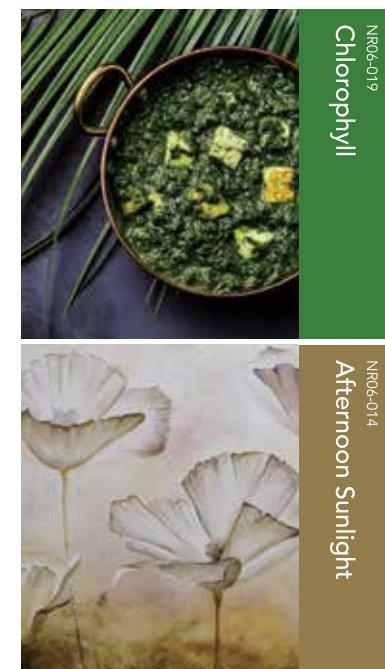
dem, new technologies, and experiments as well as a reflection of fragmenting consumer preference. NSDS tells that the consumers are showing their individual preferences outside of the common denominator of region and generation. They also declare that there cannot be one perfect and ultimate thing that meets all consumers' preferences; therefore, the age of dominance by the economy and convenience has come to its end. Rather than pursuing the best, consumers now consider their 'values' and 'meanings,' and willingly accept inconvenience. This is the 'better option.'

Amid such changes, dramatic and independent colors that cannot be easily combined with others are coming to the spotlight. Such are the three key colors in 2022 selected by NSDS: NR06-019 Chlorophyll, both eco-friendly and the most high-tech; NR06-014 Afternoon Sunlight, expressing rural vibes; and NR06-034 Ultramarine, showing off a powerful energy. These express unexpected sentiments through the combination with high-energy colors to deliver the deep message of yearning for stability and environmental protection, symbolizing the diversity of the present time.

INTENSE CHARACTERISTIC WITHIN COMPLEXITY

Then which color did PANTONE choose to convey its messages in 2022? PANTONE's choice is PANTONE 17-3938 Very Peri. As the existing standards and concepts undergo change, Very Peri has been chosen as the color that represents acceptance of new possibilities in the world and encouragement to write new histories with its mixture of blue hue that symbolizes faith and consistency and intense red that represents powerful energy. It also delivers the message of calm confidence and bold curiosity. Leatrice Eiseman of PANTONE Color Institute said, "Very Peri is a color that combines blue and violet-red and expresses courageous creativity," introducing that it highlights many possibilities around us.

From Chlorophyll, Afternoon Sunlight, and Ultramarine of NSDS and Very Peri of PANTONE—these all represent the complexity of the present day with their bold undertones. Let's look forward to witnessing the roles these colors will play in 2022.



出地区和世代这一普遍性范畴之外的各自不同的喜好, 并宣布: “不可能存在能够满足所有消费者的完美产品、最佳产品, 仅凭经济性或便利性就可占据竞争优势的时代也已经结束了。”也就是说, 消费者现在考虑的不再是最佳, 而是“我的价值观”和“意义”, 并且愿意为此承受不便。这就是“更好的选择”。在这样的变化形势之下, 最引人注目的色彩同样也是戏剧性的、独立的, 因此让人难以想象如何与其他色彩搭配。被NSDS选为2022年度Key Colors的三种色彩——最环保最高科技的NR06-019 Chlorophyll、带有牧歌流韵的NR06-014 Afternoon Sunlight、散发强大能量的NR06-034 Ultramarine便具备上述特点。它们通过与高能量色彩组合, 呈现出意想不到的感性, 由此隐隐传达出对稳定的渴望 and 环境保护等宏论, 象征性展现出这个时代的多样性。

复杂性中的强烈个性

那么, PANTONE将怎样的色彩选为2022年的信使了呢? PANTONE选择的是PANTONE 17-3938 Very Peri。当下, 现有标准和概念已经发生改变, Very Peri作为一种接受这个变化的世界的可能性、鼓励书写新历史的色彩被推介, 它将象征信任、一贯性的蓝色与充满能量、刺激性的红色混合在一起, 展现出坚定的自信和果敢的好奇心。PANTONE色彩研究所的Leatrice Eiseman介绍道: “Very Peri可以让人同时享受蓝色和紫红色, 它可以表现出卓越的创造力。”她还认为, 这一色彩突显出存在于我们身边的无数可能性。NSDS的Chlorophyll、Afternoon Sunlight、Ultramarine和PANTONE的Very Peri, 这些2022年度色彩均以强烈个性展现出当前时代的复杂性。让我们共同期待这些色彩将在2022年发挥怎样的作用。

NEWS BRIEFING

NOROO HOLDINGS CO., LTD.

NOROO HOLDINGS AND NOROO PAINT & COATINGS RECEIVED GRADE 'A' IN THE ESG EVALUATION

NOROO Holdings and NOROO Paint & Coatings received the overall grade of A in the "2021 ESG Evaluation and Rating of Listed Companies" conducted by the Korea Corporate Governance Service (KCGS) in October 2021. Both companies received grade A in the environment (E) category, A+ in the social (S) category, and B+ in the governance category, which resulted in the overall grade of A, the highest in the industry. The KCGS conducted the 2021 ESG Evaluation on 950 listed companies and rated 765 companies listed in the securities market in seven different grades: S, A+, A, B+, B, C, and D. Of the companies that the KCGS rated, 171 companies (22%) received grade A while 58% received grade B or below. The KCGS is one of the most recognized ESG rating agencies in Korea.

Since the beginning of 2021, NOROO Group has been actively working on building a collective consensus on ESG factors. Such efforts include creating an exclusive ESG department, establishing a corporate governance charter, publishing a sustainable management report, reinforcing education and training on ESG factors, and making a joint labor-management declaration. It is also expanding its ESG management practices by studying and developing eco-friendly materials for the future through the Bioconvergence Research Institute. At the celebration event commemorating the company's foundation and the kick-off meeting for the year, the top management team also formalized the company's commitment to the "global ESG management," communicating the importance of ESG management and the corresponding strategies with the employees and executives.

An official from NOROO Holdings commented, "As a color company that represents the Republic of Korea, we are going to fulfill our social responsibilities based on the principles of ESG management. We will become a global company by discovering and solving new ESG-related tasks."

纳路控股股份有限公司

纳路控股和纳路涂料分别取得ESG评价“A”级

2021年10月,韩国企业治理结构院(以下简称“KCGS”)公布了《2021年上市企业ESG评价情况及等级公布》。报告显示,纳路控股和纳路涂料分别取得综合A级。两家企业在ESG各评价单元,即环境(E)单元、社会(S)单元和治理结构(G)单元分别获得A、A+、B+级,成功取得业界最高水平——“综合A级”。根据KCGS的公布结果,2021年ESG评价对象是950家上市企业,对其中765家有价证券市场上法人公司的评价标准共分为7个等级,分别是S、A+、A、B+、B、C、D。其中,约22%(171家)的企业取得A级,B级以下企业占58%。KCGS是韩国最具权威性的代表性ESG评价机构。

2021年初,NOROO集团新设专责部门,负责制定企业治理结构宪章、编写可持续发展报告、开展ESG培训并发表劳资共同宣言,通过上述一系列努力积极形成集团上下对ESG的共识。与此同时,还积极通过生物融合研究所研发未来环保材料,不断拓宽ESG经营的前进道路。在创立纪念仪式和始务式上,最高管理层就ESG经营的重要性和应对战略与全体员工进行了交流,正式推进“全球ESG经营”。

NOROO集团有关人士称,NOROO作为韩国代表性色彩企业,将在ESG经营基础上忠实履行企业的社会责任,今后还将继续主动发现ESG相关议题,通过实践推动集团跻身国际企业行列。



Received the Minister of Science and ICT Award for its contribution to climate change mitigation

NOROO PAINT & COATINGS

RECEIVED THE MINISTER OF SCIENCE AND ICT AWARD FOR ITS CONTRIBUTION TO CLIMATE CHANGE MITIGATION

The thermal control paint technology developed by NOROO Paint & Coatings to solve urban heat islands and climate crisis was selected for the "2021 Top 10 Technologies to Combat Climate Change" hosted by the Ministry of Science and ICT. NOROO Paint & Coatings received the Minister of Science and ICT Award in December 2021 for its contribution. The Ministry of Science and ICT evaluated R&D projects funded by each government department in the last three years, and selected the "Top 10 Technologies to Combat Climate Change" that made significant contributions in the three major areas of climate change mitigation (carbon reduction, carbon capture, utilization and storage (CCUS), and adaptation to climate change). The winners were selected based on creativity, excellence, and social and economic impact.

NOROO Paint & Coatings' "thermal control paint technology to mitigate urban heat islands and climate crisis (product name: Energy Saver Eco Cool Roof)" is a highly functional paint that can be applied on the outer surface of building to control temperature of the building by reflecting infrared rays and preventing the heat from penetrating into the building. The paint reflects up to 93% of the sunlight, reducing temperature inside the building by up to 2.5°C. It was verified that this has an effect of saving up to 10.2% of energy spent on air conditioning. In addition, about 70% of the raw ingredients used for the paint come from domestic suppliers. Ham Young-jae, a senior manager at NOROO Paint & Coatings Research Institute that received the Minister of Science and ICT Award, said, "The effect of temperature reduction after applying the paint became more apparent in high temperature and high solar radiation environments. Our plan is to expand this technology to various products that help mitigate climate change."

NOROO Paint & Coatings has been steadily carrying out its annual corporate social contribution program "Cool Roof Campaign" which involves painting the thermal control paint on roofs as part of its effort to strengthen ESG management. Started as a joint project with the Seoul Metropolitan Government, the Cool Roof Campaign has been expanded to other regions including Gyeonggi-do, Incheon, Busan, and Jeollabuk-do.

纳路涂料股份有限公司

在应对气候变化方面的贡献得到肯定,荣获科学技术信息通信部长官奖

为应对城市热岛现象和气候危机,纳路涂料开发出热控涂料技术。这一技术成功入选科学技术信息通信部主办的“2021年应对气候变化十大代表性技术”,并于2021年12月荣获长官奖。“应对气候变化十大代表性技术”的评选对象是在近3年各部门援助的国家研发项目中,与应对气候变化技术的三大领域(减少碳排放、碳排放资源化、适应气候变化)相关的项目。评价标准包括创意性、优秀性、社会及经济影响力等。

本次荣获长官奖的纳路涂料“应对城市热岛现象及气候危机的热控涂料技术(产品名称:节能凉爽屋顶涂料)”是一项高功能性涂料,只需在建筑外墙等处进行粉刷,即可有效反射阳光中的红外线,切断向建筑内部传导热,从而抑制建筑温度升高。经验证,该涂料可以反射93%的阳光,最高可降低室内温度2.5摄氏度,最多可节约10.2%的冷气能源。特别值得一提的是,70%的原材料实现了国产化。对于此次荣获科学技术信息通信部长官奖,纳路涂料研究所所长咸英载表示,温度越高,日晒越强,粉刷涂料后的降温效果越明显,今后纳路涂料将继续扩大开发有助于应对气候变化的各类产品。

为了加强ESG经营,纳路涂料每年都会积极开展社会贡献活动“凉爽屋顶运动”,为屋顶粉刷热控涂料,活动范围也从一开始的首尔逐步遍及京畿道、仁川市、釜山市、全罗北道等全国各地。

NOROO PAINT & COATINGS SIGNED AN MOU WITH LX HAUSYS TO EXPAND THE ECO-FRIENDLY PAINT BUSINESS

In December 2021, NOROO Paint & Coatings signed an MOU with LX Hausys on the expansion of the eco-friendly paint business in order to increase the supply of eco-friendly products to the Korean construction material market. The key part of the MOU is LX Hausys' supply of micro powder, which is a paint additive, to NOROO Paint & Coatings so that NOROO Paint & Coatings can use it to produce eco-friendly bio paint products. LX Hausys' micro powder is a biodegradable high molecular substance with particle size of 10µm, which is synthesized from vegetable oils such as corn and sugarcane. In comparison to the conventional petrochemical substances, it emits less microplastic and endocrine disruptors. In early December, the two companies developed a water paint for buildings and furniture and an oil paint for automobiles and electronic appliances using the micro powder. NOROO Paint & Coatings plans to apply for various eco-friendly product certifications with the relevant product both home and abroad, and start the full-scale production this year. Cho Sung-kug, CEO of NOROO Paint & Coatings, commented, "NOROO Paint & Coatings will work closely with LX Hausys in order to introduce various products to the market, ranging from construction paints to paints for electronic appliances, by actively investing in sustainable and eco-friendly bio paints made of novel substances in order to secure original technologies that will drive our future growth based the principles of ESG management."

与LX Z:IN签订环保涂料项目业务拓展协议

为了向韩国建材市场扩大普及环保产品,纳路涂料于2021年12月,与LX Z:IN签订《环保涂料项目业务拓展协议》。本次业务协议的主要内容为LX Z:IN将微粉末材料作为涂料添加剂提供给纳路涂料,纳路涂料使用该材料生产环保生物涂料产品。LX Z:IN的微粉末是在玉米、甘蔗等植物油中合成的颗粒大小不超过10µm的细微颗粒,属于可在自然状态下生物降解的高分子材料,与原有的石油化学材料相比,可以有效减少产生微塑料及环境激素的



NOROO Paint & Coatings signed an MOU with LX Hausys to expand the eco-friendly paint business

物质的排放。12月初,两企业完成了应用微粉末的建筑及家庭用水性涂料和汽车及电子产品用油性涂料开发,纳路涂料计划推进取得相应产品的国内外环保认证,从2022年起正式投入量产。纳路涂料代表赵成国表示,为了获得基于ESG的新增长动力原创技术,纳路涂料积极投资可持续环保新材料生物涂料研究领域,未来将与LX Z:IN保持紧密的相互合作关系,力求推出涵盖建筑涂料和电子产业涂料的多领域产品群。

NOROO PAINT & COATINGS SIGNED AN MOU WITH HANSOL PAPER ON THE DEVELOPMENT OF ECO-FRIENDLY PAINTS

In December, NOROO Paint & Coatings signed an MOU with Hansol Paper on the "development of eco-friendly paints to strengthen ESG management" and agreed on developing technologies that can replace chemicals used as raw ingredients for paint products. The MOU was driven by the two companies' commitment to ESG management toward a sustainable future.

NOROO Paint & Coatings will cooperate with Hansol Paper as much as possible for the development and production of Nanocellulose (product name: Duracle) developed by Hansol Paper and provide the related information to Hansol Paper. Hansol Paper shall continuously work on the development of the technology related to the application of Nanocellulose to ensure smooth supply of materials to NOROO Paint & Coatings. By replacing the existing raw ingredient used to produce paints with cellulose derived from trees, it is possible to create eco-friendly water paints that are highly biodegradable and as stable as the conventional biomaterials used by NOROO Paint & Coatings. The technology of using the structural property of cellulose is receiving great attention across the world. It is expected that the technology will be able to improve the physical properties of eco-friendly paints.

In order to find a way to replace chemical raw ingredients with biomaterials, NOROO Paint & Coatings has been trying different combinations of over 35 plant-based materials for over two years. Last August, two main products developed by NOROO Paint & Coatings (Eco Bio Urethane Lining and PANTONE Wood & Metal) became the first Korean products to be certified as biobased products by the United States Department of Agriculture (USDA).

NEWS BRIEFING



NOROO Paint & Coatings signed an MOU with Hansol Paper on the development of eco-friendly paints

与韩松纸业签订环保涂料开发协议

2021年11月, 纳路涂料与韩松纸业签订《加强ESG经营的环保涂料开发协议》, 协议开发可以替代原有化学原料产品的技术, 从而开发出环保涂料。两企业注重ESG经营, 均希望通过本次协议创建可持续未来。

依据本次协议, 纳路涂料为了开发并生产应用韩松纸业开发的纳米纤维素材料(产品名称: Duracle)的环保涂料, 将全面配合韩松纸业, 向其提供相关信息。韩松纸业也通过合作持续进行纳米纤维素产品应用相关技术的开发, 确保向纳路涂料稳定供货。据预测, 使用提取自树木的纤维素成分代替涂料原料可以实现高效的生物降解, 同时还能开发出在稳定性方面不亚于纳路涂料原有生物原料的环保水性涂料产品。利用纤维素结构特性的技术属于当下受到全球关注的新材料技术之一, 有望提高环保涂料的基本性质。

在过去2年多的时间里, 纳路涂料为了代替生物成分对35种以上植物原料进行了配比试验。2021年8月, 纳路涂料的两款代表性产品(ECO BIO URETHANE LINING, PANTONE WOOD&METAL)取得了韩国首个美国农业部(USDA)生物基材料认证。

NSDS LAUNCHED A COLLABORATIVE PROJECT WITH WINIADIMCHAE

NOROO Seoul Design Studio (NSDS), a color research center affiliated with NOROO Paint & Coatings, announced that it successfully completed the 2021-2022 collaborative color development project with WiniaDimchae on November 15. The NSDS selected ideal colors for each style of interior design by analyzing the lifestyle of newly-rising Millennials and Generation Z, product functions and space. It showed a style including powerful statement colors, which differentiates itself from other electronic appliances that are mainly white. It is offering nine color palettes based on three themes: "Alive Digital Life" which delivers happiness of the moment and new stimulation, "Ethical Mood" which reflects stability and balance, and "Make My Identity" which expresses personal taste and individuality. Through the joint development with WiniaDimchae, the colors will be applied to new products such as refrigerator and air conditioner. Han Kyung-won, Department Manager of NSDS, said, "The collaborative project started with a strategic proposal from WiniaDimchae who grasped the consumer need on electronic appliances that go well with the interior designs. Starting with this opportunity, we are going to maintain our collaborative relationship with WiniaDimchae."



NSDS launched a collaborative project with WiniaDimchae

NSDS与WINIA DIMCHAE进行色彩合作

2021年11月15日, 纳路涂料色彩研究专业机构"NSDS (NOROO Seoul Design Studio)"表示, 已与Winia Dimchae完成2021-2022年色彩合作开发。NSDS对成为消费主力的MZ世代的生活方式和产品功能、空间等进行分析, 按装修风格选择最适合的颜色, 包括强烈亮点颜色在内, 呈现有别于其他企业白色家电的差异化特性。纳路涂料共提出9种色彩盘, 包括传达当下快乐和新刺激的"Alive Digital Life"、反映稳定与均衡的"Ethical Mood"和彰显个性的"Make My Identity"主题。纳路涂料计划通过与Winia Dimchae共同开发, 将上述主题方案应用于冰箱、空调等新产品。NSDS总负责人韩景媛室长表示, 消费者希望家里的家用电器可以与装修风格统一, Winia Dimchae洞察到了这一需求, 所以通过战略邀请促成本次合作, 纳路涂料将以此为契机, 维持这份合作关系。

TARGETING MILLENNIALS AND GEN Z TOGETHER WITH LOTTE WORLD THROUGH "GUREOLSSA STUDIO"

NOROO Paint & Coatings conducted a collaborative project on "Gureolssa Studio" located on the 4th floor of Lotte World, showing off various charms of its paint products. The Gureolssa Studio is a photo studio where visitors can take photos in trendy styles that are popular among Millennials and Generation Z. It is comprised of about 20 booths decorated with PANTONE Paint as well as a range of furniture, props, and lightings to create beautiful photos. The promotional booth of NOROO Paint & Coatings decorated with trendy colors is attracting a lot of visitors. During the Christmas season in December, NOROO Paint & Coatings added Christmas tree decorations to create a cozy and vibrant atmosphere.

Han Kyung-won, Department Manager of NSDS, said, "We wanted to deliver special joy and happiness created by color to Millennials and Generation Z through the collaborative project with Lotte World. We will continue to find ways to communicate with Millennials and Generation Z more through various collaborative projects in a wide range of areas."

与乐天世界共建“像模像样照相馆”, 吸引MZ时代

纳路涂料在位于乐天世界四层的“像模像样照相馆”展台进行色彩合作, 呈现涂料的多彩魅力。“像模像样照相馆”是一家自助摄影工作室, 可以拍摄符



Targeting Millennials and Gen Z together with Lotte World through "Gureolssa Studio"

合MZ世代感性的流行照片, 20余个展台使用潘通涂料进行装饰, 展台内家具、道具、照明等设备应有尽有, 让游客在空间里可以做一回主角, 拍摄人生美照。纳路涂料宣传展台使用本年度流行色, 吸引着过往的游客。2021年12月圣诞节期间, 还追加摆放圣诞树等装饰品, 演绎平静华丽的冬日氛围。NSDS总负责人韩景媛室长表示, 纳路涂料旨在通过与乐天世界的合作, 向MZ世代传递色彩带来的特别的快乐与幸福, 今后还将通过更多跨领域合作, 竭力提高与MZ世代的交流。

NOROO BEE CHEMICAL

RECEIVED CITATION FROM THE GOVERNOR OF GYEONGGI-DO FOR ITS PARTICIPATION IN THE "INDUSTRIAL COMPLEX BEAUTIFICATION" PROJECT

NOROO BEE Chemical participated in the "Industrial Complex Beautification" project conducted by the Gyeonggi-do Provincial Government and received the Citation from the Governor of Gyeonggi-do on December 28. The Gyeonggi-do Provincial Government (GPG) gives the Governor's Citation to excellent companies and individuals who contribute to the beautification of the environment around industrial complexes by collecting waste paint and garbage around the rivers and removing illegal promotional banners. In 2020, 27 industrial complexes in the province participated in the project and collected 3.5 tons of garbage. Due to the COVID-19 pandemic, the GPG delivered the Governor's Citation to the participants in 2021 without holding an awarding ceremony.



Received Citation from the Governor of Gyeonggi-do for its participation in the "Industrial Complex Beautification" project

纳路化工有限公司

参与“装扮美丽工业园区”项目, 荣获京畿道知事表彰奖

纳路化工参与京畿道举办的“装扮美丽工业园区”项目, 并于2021年12月28日荣获京畿道知事表彰奖。京畿道为致力于保持工厂周边环境卫生, 如回收涂料和河边垃圾、清除非法宣传品等, 同时注重装扮工业园区环境的优秀活动参与企业及有功者颁发道知事表彰。2020年共有27个工业园区参与这项活动, 回收垃圾3.5吨。2021年受疫情影响, 并未举行特别活动, 只颁发了表彰奖。

THE KIBAN CO., LTD./KIBAN TECH

RELOCATED THE OFFICE TO GWANGGYO FROM PANGYO

The KIBAN Co., Ltd. and KIBAN Tech relocated the office to Gwanggyo from Pangyo on November 4. The new office address is #104, Building A, 228, Gwanggyojujungang-ro, Suji-gu, Yongin-si, Gyeonggi-do. Gwanggyo, home of Gyeonggi Bio Center, is one of the best bio clusters in the southwest region of Gyeonggi-do which is a stronghold of the bio and medical industries.

(株)THE KIBAN/KIBAN TECH

事务所从板桥迁至光教

2021年11月4日, THE KIBAN和KIBAN TECH的事务所从板桥迁至光教。新事务所位于京畿道龙仁市水枝区光教中央路228, 光教WOOMI NEW V知识产业中心A栋104号。即使是在生物与医疗产业突出的京畿道西南地区, 京畿生物中心所在的光教地区仍然可谓是名副其实的生物集群区。

NOROO

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