

NOROO

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NOROO Quarterly Magazine

SPRING . 2022

VOL. 62

SPECIAL THEME

**[COLOR],
VALUE ENHANCED**

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[COLOR], VALUE ENHANCED

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SPECIAL THEME

[COLOR],
VALUE ENHANCED

Colors constantly evolve. They are newly discovered, sensed, studied, and utilized more and more. Uniqueness is important these days. In this sense, colors may help you define your identity in whichever way you wish, and such an effect becomes clearer when you recognize and control colors well. As a color trend leader, NOROO is filling the world with more diverse colors through constant researches and value improvement.

色彩在不断进化。新的颜色不断被发现、感知、研究和使用。在人人注重个性的时代, 颜色成为表达理想中自我的重要手段。认识颜色, 掌控颜色使用技巧, 即可获得更为明显的效果。NOROO作为生产颜色的龙头企业, 通过持续进行专业色彩研究, 不断提高颜色的价值, 并用更加丰富的颜色, 打造五彩缤纷的世界。



Everything has colors

万物皆有颜色

The world of colors

Have you ever imagined a colorless world? What if all dishes on the dinner table were gray-white? What if all the flowers and trees you see on the trails were achromatic? Our emotions would be quite different from now. Fortunately, we are living in a world full of colors. Trees outside the window change their colors to green, yellow, and red depending on the season. Dark brown bread served on a colorful dish represents a savory taste, and green salad shows freshness. You open your wardrobe and choose an appropriate color of an outfit according to your mood or schedule of the day. When you step outdoors, you see white cars speeding down a black road. Red, yellow, and green lights keep order. The light of the sunset colors the world with a soft tone, and you prepare for the night once the sky turns dark blue. Colors fill up your daily life by assisting you in recognizing objects, giving directions, and changing your mood. If you think the world rules humanity, what about changing the subject to “the colors filling the world”?

In the beginning there were colors

Colors have existed since the dawn of time, even before human beings. I believe humans began to recognize and create colors on their own when they attempted to reproduce a world they saw and to create the utopia they desperately desired.



充满颜色的世界

你想过没有颜色的世界会是什么样子吗?例如, 餐桌上的事物都是灰白色的, 散步路上的花和树木都是黑白的。那么我们的喜怒哀乐将和现在将截然不同。庆幸的是, 我们生活在一个充满色彩的世界中。窗外树木的颜色随着季节的变化, 呈现绿色、黄色、红色; 五颜六色的碗衬托着茶褐色面包的香甜口味; 绿油油的颜色让沙拉看起来更加新鲜。出门前, 打开衣柜, 根据当天的心情或日程选择合适的颜色搭配衣服; 车辆在黑色道路上的白色车道内排起长队, 等待着红灯、黄灯、绿灯, 井然有序。渐渐落下的太阳映射出晚霞, 将世界的色调弱化, 当天空开始变暗时, 则预示着夜晚的到来。颜色存在于我们日常生活中的每一个角落, 它可以激发认知、下达指令、改变心情。如果说世界支配着我们, 那么也可以说世界中充满的各种颜色在支配着我们。

太初就有颜色

色彩先于人类存在。人类最初认识颜色并利用颜色进行创作的目的, 是为将眼前看到的世界再现出来, 或将内心向往的理想世界展现出来。旧石器时代, 在可以推测绘画和宗教起源的阿尔塔米拉洞窟壁画上发现了红色和黄色等颜色。红色是铁氧化后行成的氧化



to give an overwhelming atmosphere to spaces and religious rituals. The use of colors was strictly restricted during these periods. Rank colors as well as religious colors were regulated by laws. Royalty and the powerful restricted the use of colors depending on the ranks, classes, and sexes. Hindus of India discriminated against four colors (white, red, yellow, and black) based on the caste system. In China, only emperors were allowed to wear yellow according to the law. Anyway, the poor could not use colors freely. Pigments collected from nature were extremely rare and expensive. As synthetic dyes from organic compounds were invented in the mid-19th century, colors began to be widely used both commercially and culturally in the era of mass production. Color boundaries between classes collapsed as synthetic dyes became more widely employed in all areas. In art history, the invention of oil paints in metal tubes allowed painters to go outside and draw vivid hues of nature. This marked the beginning of Impressionism. Colors came out from the background to the center of the stage. Colors are now themes and outstanding functional materials.

Colors and Humanity

The psychological effects and functions of colors were studied from various viewpoints in the process of colors leading or following a trend in commercialism. Studies show that women are generally better at recognizing colors than men, and warm colors boost labor productivity and pleasure. Colored advertisements are more effective than monochrome ones since colors help people understand an object. As such, the power of colors has been proven by a number of research findings. Such powers have been applied to a variety of fields. Highly saturated colors are used for candy or sweet drink packages since they help you feel the flavors of sugar and butter better. Pink is often used in hospitals and prison cells because it is effective for psychological stability. In 2013, Google generated USD 200 million

more profits by using the color blue for its search website. Colors have social values of their own and have influenced our recognition, emotions, and behaviors throughout human history. Colors are present in almost everything you enjoy and consume, and they influence and move your life. You must actively select and enjoy colors if you want your own identity in terms of consumption, possession, and taste. Each person has their distinct color. If the world is made up of colors, you are one of them.

铁, 黄色是铁碳化物。人类制造颜色的技术逐渐发达。在埃及文明和以克里特岛为代表的米诺斯文明中发现了大量的孔雀石、绿土和黄金等颜色材料, 也由此诞生了华丽的色彩文化。人类最初发明的合成颜料——埃及蓝, 就是产于那时的埃及。后来的古希腊、罗马文明也都是通过特有的色彩, 展现了那个时代的风貌。从拜占廷帝国时期、哥特时期再到文艺复兴时期, 西方的颜色受到了很多宗教的影响。艺术家们为了表现高贵的神和天上世界的荣耀, 使用了用珍贵矿物制成的群青、白色、黄色等特定色彩。展现亮丽颜色的彩色玻璃窗, 又给空间和祭祀仪式赋予了绝无仅有的神秘感。

在当时, 对颜色的使用有着很严格的限制。宗教色彩, 身份色彩都有相应法律规定, 王族和当权者根据地位、阶级和性别, 须使用不同的颜色。世界上还有许多有关颜色的法令, 例如印度的印度教徒根据种姓, 穿着白色、红色、黄色、黑色服饰以区分阶级; 在中国则只有皇帝才能穿亮黄色服饰。总之, 那个时候苦难的平民是不能随便使用颜色的。因为从大自然中获取的天然颜料在当时是十分贵重的奢侈品。

19世纪中期, 随着有机化合物合成染料的发明, 颜色开始被大量生产, 进入商业化轨道, 在文化方面也得到广泛普及。任何生活领域中都能看到合成染料, 各阶层间的颜色使用界限从此被打破。在美术史中, 随着铝管油画颜料的发明, 画家们可以来到户外, 在画幅上进行生动的色彩创作。印象主义的诞生让颜色从“边缘”走到“舞台中央”, 不光可以展现物品的主题, 也被用在功能性良好的材料上。

色彩与我

在商业主义中, 颜色既创造流行又顺应流行。因此, 人们也从多方面研究了颜色带来的心理效果和功能。整体上, 女性能比男性更好地认识颜色; 颜色有助于理解对象, 因此彩色广告比黑白广告效果更佳; 温暖的颜色可以增加生产效率, 提高劳动乐趣等多种研究结果都证明了颜色所具有的力量。而这种力量被广泛应用于各个领域。提高彩度可以让白糖或黄油看上去味道更浓郁, 因此甜甜的糖果和饮料通常采用高彩度的包装纸。粉红色对稳定情绪很有效果, 因此医院和看守所常使用粉红色进行装饰。谷歌于2013年在搜索网站上增添了蓝色后, 收入提高了2亿美元。

像这样, 纵观历史和生活, 颜色与人类密不可分, 具有社会价值, 对认知、感情和行动都会产生影响。我们现在所拥有和消费的几乎所有物品都是通过颜色接近我们, 触动我们。因此, 如果想体现自我消费、自我所有和喜好的主体性, 就应该积极挑选颜色, 享受颜色。任何人都有自己独有的鲜明色彩。如果世界是五彩缤纷的色彩, 那我也是其中一个独一无二的色彩。



NSDS Illuminates the Colors of the World

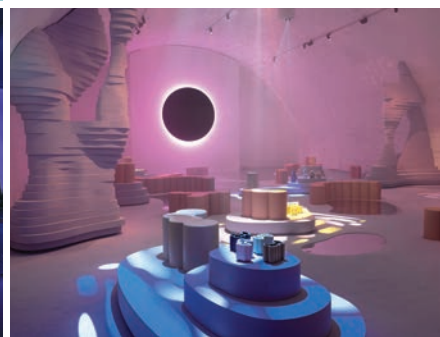
NOROO Seoul Design Studio

Works of art make you see things from a new angle. When an ordinary flower is framed and an everyday item is displayed in a gallery, they become works of art that inspire a multitude of emotions. The same goes for NOROO Seoul Design Studio (NSDS). NSDS illuminates colors in a distinct way, gives them uniqueness, and reveals their meanings by shedding light on individual colors that naturally fill our world like the air. This is an interview with Assistant Manager Kim Seung-hyun and Senior Manager Hyun Jung-o at NSDS, the place that enlightens your senses of colors.

NSDS, 展现世界的颜色

NOROO Seoul Design Studio

艺术作品可以让我们重新诠释身边存在于各处的物品。将普通的花放进相框、将日常物品放置于画廊，那一刻，这些物品悄然转变为一部作品，传递着多种感情。NSDS就是从事这种工作的地方。颜色就像空气一样充满整个世界，我们将每一种颜色置于聚光灯下，重新欣赏它，赋予其独特性，进而输出其内在的意义。下面让我们听听NSDS(NOROO Seoul Design Studio)金升贤副组长和玄政许次长给我们讲述激发颜色灵感的地方——NSDS是如何诞生的。



NSDS, THE ADVANCE GUARD OF COLOR TREND RESEARCHES

Those who have ever agonized over colors would know how challenging it is to choose colors. All colors differ, just like the countless colors between white and black. Moreover, combing such colors is another challenge. At NSDS, such problems are easily resolved. Under the supervision of Director Han Kyung-won, NSDS focuses on studying the infinite possibilities of colors and widely disseminating their findings to the industry and society.

“The most difficult thing, according to working-level designers, is to use colors appropriately. This is why you need consulting services from a reputable outside expert, like NSDS. We provide our clients with solutions so that colors can be utilized effectively in various fields. In addition, we, as an advance guard of NOROO, a leading company in the color industry, hold NOROO International Color Trend Shows (NCTS) and publish Cover All (color trend book) so that more people can

研究颜色流行趋势的排头兵, NSDS

选择过颜色的人都知道，选择颜色是一件非常难的事情。乍一看就是白色和黑色，其实里面还细分为很多种不同的白色与黑色。若将这些颜色进行组合，就又是另一个问题了。在NSDS，这些问题将迎刃而解。NSDS目前在韩景媛室长的带领下，正在研究色彩的无限可能性，并集中向业界和社会广泛宣传色彩。

金升贤副组长介绍到：“现场的设计师们说，把握颜色是最难的。因此，需要像NSDS一样有公信力的外部专家团队提供咨询服务。我们提供解决方案，以便在各个领域有效地使用颜色。另外，作为生产颜色的龙头企业NOROO的下设机构，NSDS正起到排头兵的作用。为了让更多的人体验多样的色彩并产生共鸣，NSDS主办颜色流行趋势展NCTS，并制作颜色流行趋势手册《COVER ALL》。”

公司社刊上每次都会提及已成为热点的NCTS(NOROO International Color Trend Show)，NCTS邀请文化、艺术、设计等多个领域的全球领军企业，就颜色共享战略性视角，构筑交流网络的活动。遗憾的是，该活动因新冠疫情而暂时停止。但与NCTS一起推出的刊物《COVER ALL》一直如期发行，今年已经发行了第六期。

NSDS正在积极与各企业进行合作。金升贤副组长表示：“传达仁川自然景观和历史文化的‘仁川10色’为体现和谐的城市面貌助力。最近以MZ世代为对象的彩色家电成为新的流行趋势，Winiadimchae接受NSDS提供的彩色咨询服务后，陆续推出了冰箱、空调等新产品。同时，NSDS正在积极筹备尝试与LG电子、Coway进行多方面的合作。随着不同领域间相互





experience and feel a wide range of colors,” says Assistant Manager Kim.

NCTS is one of NOROO's most important events, which is always covered by its company newsletter. At this event, NSDS invites global leaders from a variety of fields, including culture, art, and design, to share its strategic insight of colors and build a network. Although the shows have not been held for a couple of years due to the COVID-19 pandemic, the sixth edition of Cover All was published this year.

NSDS is engaged in a number of collaborative projects with other companies. “The Incheon Color 10, which represents the city's nature, history, and culture, contributes to the harmonious views of Incheon. After getting our consultation with the growing trend of colorful home appliances among Millennials and Generation Z, Winia Dimchae has launched new refrigerators and air conditioners based on our advice. We are also working on cooperative projects with LG Electronics and Coway. It's all the rage these days to combine different areas. More and more fields require our services encompassing a wide range of colors,” says Kim.

TAKE THE HELM IN THE OCEAN OF COLORS

How does NSDS find out the direction and guide the way in the ocean of colors that is enormous, bewildering, familiar, and sometimes unfamiliar? It is certain that identifying changing trends every year, suggesting the colors of the year, and providing color curation through Cover All require an ability to analyze the present accurately and make bold judgments about the future. Senior Manager Hyun Jung-o answered the question about how they deal with the given issues:

“NSDS has been accumulating a tremendous amount of references about different eras and colors for a long period of time. As a result, we can find a clue to the future based on the present. Because ‘trends’ encompass the newest things of both the present and the future, we must be ready with two answers. We talk about current key events and consequent changes in values, and then, we suggest colors required to convey the values.” NSDS analyzes significant social trends, derives the essence penetrating into the present and the future, and expresses them all through colors. Demonstrating such efforts, Cover All is a business medium and a unique channel that communicates through colors. In addition, the studio suggests in detail how to make better use of the colors introduced.



Assistant Manager Kim also added, “Material texture and expression methods as well as colors are becoming more significant nowadays. So, we suggest one-point directivity by space, object, and style as well as CMF (Color, Materials, and Finish) and color utilization by theme and design.” He put emphasis on “mood” as the most important thing to consider: “Colors we suggest reflect social changes, moods, and nuances. Cover All is not simply a color chip. Here you will find comprehensive color repertoires and references.” His words remind the readers of the story and power of colors.

NSDS USES LIGHT TO ILLUMINATE COLORS

“Symbolism and immediacy are some of the powers of colors. In terms of symbolism, colors deliver meanings more quickly than any words, while for immediacy, you feel as soon as you see the color.” Both interviewees gave me similar answers to the question about the charms of colors. They also expressed their wish for more people to be free of prejudice against colors, to be able

to use colors freely, to feel emotional changes from colors, and to broaden their choices. “We will engage in more diverse activities to broaden people's experiences.” Their resolution reminds the readers of a prism. With the new colors NSDS has unveiled, their diversity is already glistening in our daily lives.

融合的流行趋势,越来越多的企业寻求NSDS融合多种领域颜色的经验。”

在色彩的海洋里掌舵

“色彩”的海洋既熟悉又陌生、越了解越发现它的庞大,越让人不知所措。NSDS是如何掌握方向、指引道路的呢?特别是每年通过《COVER ALL》捕捉颜色变化趋势,发布年度色彩与多种颜色的色彩策展,无疑需要对当下的精密分析能力和对未来的大胆判断力。对于如何做到的,玄政昨次长是这样回答的。

“NSDS长时间积累与时代和颜色变化有关的参考资料,可以通过当下的情况找到未来的发展线索。”说到‘趋势’,当然指的是当下和未来的流行趋势,因此我们也将就这两个方面给出答案。讨论当下的重要现象以及这个现象带来的价值,并提出表现该价值所需要的颜色。”NSDS捕捉主要的社会发展趋势,挖掘贯通现在和未来的精髓,并将其反映到颜色当中。《COVER ALL》就是这一努力的结晶。《COVER ALL》既是通过颜色沟通的特别渠道,也是和商业相连的媒介。同时,为了能更有效地使用《COVER ALL》中介绍的颜色,还提供具体的方法论。



金升贤副组长说道:“不光是颜色,材料的质感和表现方法也日趋重要。所以C.M.F (Color. Materials.Finish)将针对与主题和设计相关的颜色活用法、空间和物体、不同风格中突显特点的方向性进行指导。”他还强调指出,最需要注意的是“氛围”。金升贤副组长表示:“NSDS展示的颜色反映了社会变化的氛围和细微差别。在看《COVER ALL》时,我建议大家不光要欣赏颜色,还应去体会《COVER ALL》传达出的各种场景和参考资料。”通过这些话,我们也能再一次思索颜色所体现的故事和力量。

NSDS, 通过照射光线展现颜色

“颜色具有象征性和直观性的特点,可以比任何语言文字更快地传达出意义,且在看到的瞬间立刻产生感觉,这就是颜色的代表性力量。”最后,当被问到颜色的魅力时,两人做出了相似的回答。他们表示,“希望更多的人能够摆脱对颜色的偏见,自由地使用颜色并感受由此带来的感性变化,拓宽颜色选择范围。”同时表示:“NSDS为了给大家提供更多这样的机会,今后将举办更加多样的活动。”这番决心让人不禁联想到三棱镜的彩色光带效果。NSDS传播的新颜色,将点缀我们日常生活中的每个角落。





Better Option, COVER ALL

If someone asks about the colors of the present, this publication would be the best. COVER ALL, a color trend book published by NSDS, uses 48 colors to illustrate social changes. This book displays a variety of color combinations so that readers can understand the meaning of current trends and get inspired. In particular, Volume 6 issued in 2022 explored the influence of colors on works of art through exclusive interviews with public figures. This article is about COVER ALL Vol. 6 that suggested a better choice for the future through a variety of colors.

Better Option, COVER ALL

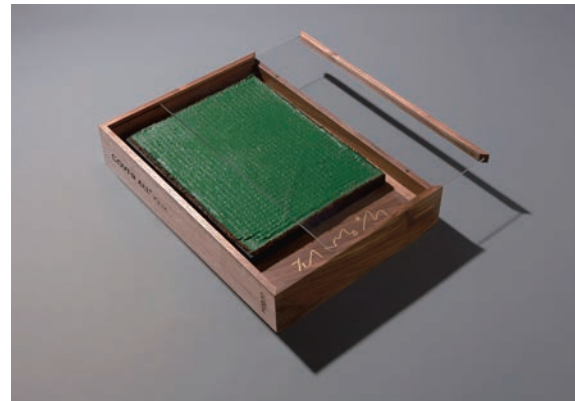
如果有人问当下的颜色有什么, 把这本手册给他看也许就能找到答案了。NSDS制作的颜色流行趋势手册《COVER ALL》反映了社会变化, 用48种颜色展示出方方面面。另外, 为了让读者领悟当前颜色流行趋势的意义并从中获得灵感, 还提供多种颜色组合。特别是2022年Vol.06, 通过名师特别采访, 展现了颜色对作品世界的影响力。下面为您介绍包含面向未来更好选择、更多颜色的《COVER ALL》Vol.06。

COLORS TO SEE THE FUTURE FROM THE PRESENT

Cover All consists of two parts: Inspiration & Color and CMF & Application. Part 1 tackles current issues such as COVID-19, artificial intelligence, and environmental pollution under the theme “Better Choices” and introduces NSDS Color Pick 48. Colors numbered from NR01-001 to NR06-048 and named from Autumn Berries to Veiled Black are explained with a variety of images and delicate words to de-

从当下展望未来的颜色

《COVER ALL》由第一部分Inspiration&Color和第二部分C.M.F.&Application构成。在第一部分中, 针对新冠疫情、AI和环境污染等待解决问题, 以“更好的选择”为主题, 介绍了NSDS的48种COLOR Pick。NR01-001到NR06-048各编有号码, Autumn Berries到Veiled Black各编有名字, 通



liver their unique nuance and mood. Its curation categorizing 48 colors in eight groups, including Lives Manmade Condition, Matiss's Canvas, and Solidity, shows new impressions of colors. Senior Manager Hyun Jung-o picked the first color curation group “Lives Manmade Condition” as the colors to focus on. This group shows that nature and the daily lives we experience by developing technologies and creating wider options are no longer natural but rather controlled outcomes. Green, blue, and red—the primary colors

selected by NSDS as extreme symbols of primitive nature—intuitively show the coexistence of artificiality and nature. After introducing such a combination of colors, Part 1 displays Chlorophyll, Afternoon Sunlight, and Ultramarine as the key colors of the year and explains the background of the color selection. Part 2 (CMF & Application) illustrates color applications in terms of material, design, and space. “Inner” issues that aim for both physical and mental wellness, “outer” issues where virtual spaces and multiple personae are part of daily life, and “alternate” issues that enable an approach to the impossible sector are all included in Inspirational Issues. This section introduces new wavelengths while 48 colors combine and spread again. You will also find different material samples in Cover All. Touch and feel the samples as much as you want and feel the unique synaesthetic characteristics of colors. Creative Application shows the accurate trend points of spaces, objects, and styles. Readers should pay attention to the colors suggested by Cover All and the keyword of each section, according to Assistant Manager Kim Seung-hyun. He also expressed his expectation that readers could feel visual immediacy and the directivity of colors based on the overall design trend and changes.

ARTISTS TALK ABOUT COLORS

Based on the concept of “K-culture special” for Cover All Vol. 6, we questioned five creators who represent Korean culture, art, and design about what colors mean to them and what they consider when selecting colors. Don't miss out this special section by scanning the QR codes found in the introduction and the body. Colors are the emotion of the day to Huh Myung-wook (artist) and the element to show the taste before even tasting with the mouth to Yim Jung-sik (chef). Colors are the value of diversity to Art Nom (artist) and a complicated tool containing a lot of meanings to Yang Teo (designer). Lastly, colors are his individuality to Jo Sae-ho (entertainer). Color trend book Cover All is what you need to learn more about their works and stories of colors. A wider world of colors awaits you.

过各种图片和细腻的语言加以说明, 传达出颜色的细微差别和氛围。48个颜色被分成Lives manmade condition, Matiss's canvas, Solidity等8大组, 令人产生不一样的印象。玄政昨次长特别将重点放在了第1组“Lives manmade

condition”上。人类通过发展技术, 创造出多种选择。现在我们所感受的日常生活和自然已经不是天然的, 而是一种被完美控制的人为产物。在这组介绍中, 通过原始自然的极端代表色——绿色、蓝色、红色等原色直观地表达了人为与自然的共存。在第一部分介绍颜色组合后, 介绍了由Chlorophyll、Afternoon Sunlight、Ultramarine构成的今年Key Color及其背景。

紧接着在第二部分C.M.F.&Application, 进一步展示了根据材料、设计、空间等因素而使用颜色的案例。在向往肢体锻炼和精神健康的Inner、对虚拟空间及多重人格面具习以为常的Outer、能够接近不可企及领域的Alternate等Inspirational Issues中, 48种颜色通过重新组合、分散, 展现出另一种波长。特别是书中添加的多种材料, 可供人们亲手触摸并感受, 确认颜色所蕴含的特有共鸣性。Creative Application部分则精确展示出空间和物体以及风格趋势的特点。金升贤副组长表示:“期望大家在关注《COVER ALL》颜色的同时也能注意到各部分的关键词名称, 除了视觉直观性外, 还希望大家能感受到整体设计趋势和变化带来的颜色的方向性。”

艺术家眼中的颜色

此次《COVER ALL》以“K-Culture Special”为主题, 向代表韩国文化界、艺术界、设计界的5名代表创作人询问颜色意味着什么、选定颜色时的标准是什么等, 并在序言和正文中插入可看到采访视频的二维码和采访报道特别栏目内容。作家Huh Myung-wook说, 颜色就像当天的情感; 厨师Yim Jung-sik说, 颜色是先于味觉, 通过视觉传达味道的因素; 作家Art Nom说, 颜色是“多样性的价值”; 设计师Yang Teo说, 颜色是“包含很多意义的复杂工具”; 而艺人Jo Sae-ho说, 颜色代表“自己独有的个性”。如果想了解更多关于他们工作和颜色的故事, 推荐大家阅览颜色流行趋势手册《COVER ALL》。将带您领略更加丰富多彩的世界。



with NOROO [Paint], Value Enhanced

2022 NOROO Paint Seminar

From February 22 to 28, NOROO Paint & Coatings (“NOROO”) hosted the 2022 NOROO Paint Seminar in a virtual reality space. In this seminar, NOROO introduced its new slogan [], Value Enhanced: NOROO Paint and announced its commitment to raise the awareness of the higher value of paints that contribute to the world.

with NOROO [涂料], 提升价值

2022纳路涂料研讨会

2月22日至28日, 纳路涂料在虚拟现实空间举办了“2022纳路涂料研讨会”。在此次研讨会上, 纳路涂料公布了公司的新标语, 即“[], 提升价值。纳路涂料”。这一标语展示了纳路涂料将努力进一步提高对世界有所贡献的涂料价值, 提升大众对其价值的认知。



NOROO ADDING VALUE, CULTURE, AND FUN

This February, all NOROO branches nationwide were sent a special invitation. The invitation, which was made with recycled paper and soybean ink, used a QR code that redirected readers to a video of dancing paints. The video featuring past NCTS events and branch seminars held in Jeju reminded viewers of the two years when gatherings were restricted due to the COVID-19 pandemic. This period, however, marked the beginning of transformations. Last year, NOROO built a virtual reality space that is 99% similar to the actual NOROO building on ZEPETO, a metaverse platform, and this is where this year's seminar took place.

Manager Cho Hyun-jung of NOROO's Marketing Division opened the seminar with a phrase saying, “Interesting Life, Convenient Living and Touching Moments Created by NOROO,” followed by the opening speech by Vice President Kim Yong-kee. “People in their 20s and 30s, who are playing a pivotal role in this age where content serves as one of the competitive factors, and the youth, our potential customers, consider values, culture, and fun the most important rather than price efficiency. NOROO will add values, culture, and fun to our honest and dynamic nature. Join us in raising NOROO's value together with yours,” said the Vice President, connecting his remarks to the marketing slogan of [], Value Enhanced: NOROO Paint.

[], VALUE ENHANCED: NOROO PAINT

“Painting is more than just adding colors. It is an action that brings hope, improves health, creates the future, and strengthens our values. With our slogan [], Value Enhanced: NOROO Paint, we will strive to highlight the value of our paints and enhance the public's awareness of them. The NOROO stores will be the ones to deliver the values in this process, and our business value will be boosted even more.” Baek Seung-chan, managing director and head of the Marketing Division, appeared as an avatar to give a presentation about NOROO's response to the future market, emphasizing the direct-to-customer (D2C) communication based on the new slo-

增添价值、文化、趣味性的NOROO

2022年2月, 全韩国的纳路涂料特约商店都收到了一张特别的邀请函。出于环保考虑, 这张邀请函使用再生纸和大豆油墨制作而成。扫描印在邀请函上的二维码, 就会有涂料出现在屏幕上, 通过舞动形成一幅幅画面。有此前举办的NCTS, 还有在济州召开的特约商店研讨会, 整个屏幕都是满满的回忆。新冠疫情下无法见面的2年时光都被浓缩到了这个视频中。不可否认的是, 这段时间同样促成了新的变化。2021年, 纳路涂料虚拟空间入驻元宇宙平台——ZEPETO, 该虚拟空间与现实世界纳路涂料之间的相似度高达99%。2022年的研讨会果断被搬到了这里。

“让人生更有趣, 让生活更便捷, 感动世界的纳路涂料”, 营销本部曹贤贞课长以这段话正式拉开了研讨会的序幕。随后, 副会长金容基致开幕词。“当今时代, 内容就是竞争力, 相较于性价比, 作为今天核心消费群体的20~39岁人群和作为未来潜在顾客的青年更看重价值、文化和趣味性。今后, 纳路要坚持



2022 노루페인트 세미나에 오신 것을 환영합니다.



gan. He also mentioned that the first marketing activity that will take place in 2022 will raise the pride of all NOROO stores by increasing the designated purchases by companies and government offices, rather than general consumers, through direct promotions. Baek also introduced the second activity through which the NOROO stores' perspectives will be reflected and respected by a supporters' group comprised of the store representatives. The activity will involve the company's support so that the products and services will begin from the stores. The third activity covers establishment of and support for digital environments of the stores in the new normal. In particular, NOROO plans to offer more diverse content for the stores via its YouTube channel "Paintitsuda," which has over 1.4 million views and 10,000 subscribers.

The following session was "You Quiz with NOROO," featuring Choi Jong-moon, the CEO of Chaem Planet and a member of the 2022 NOROO Supporters batch 1. The corner focused on the public's awareness in the paint industry and how to raise the values.

MORE NEW PRODUCTS! UPGRADED VALUES! NOROO

This year's NOROO Paint Seminar added fun factors by featuring the colors of the year as well as NOROO's CMF publication, Cover All. The cheery voice of Jo Se-ho, a celebrity entertainer, and the following introduction of new products that will excite consumers in 2022 were highlights of the occasion. New products that are scheduled to launch in 2022 are two paints for construction—Cupit Master and Cupit Wood Stain—and six floor waterproofing products like Cleanpoxy Primer (high-viscosity) and Yegreena Floor Coat (W). Cupit Master is a special multi-functional water paint with properties such as elasticity to prevent cracking, high weather resistance to keep the original appearance, and excellent water repellency. Cupit Wood Stain is also a water-based paint that rivals oil-based products in terms of durability and weather resistance. It is a USDA-approved water-based stain that can also be used on building exteriors.



A paint coats a building to shelter it from rain and wind, as well as envelops rough wooden surfaces for protection, thus beautifying the surroundings. Now is the time to emphasize its value, bring it into the limelight, and raise the public's awareness. The brackets in NOROO's new slogan will embrace all areas where paints are used and thus contribute to expanding the market. The 2022 NOROO Paint Seminar was the event for us to paint a brighter future in a virtual space.



原有的正直和活力精神，同时为企业增添价值、文化和趣味性。借此实现个人价值和纳路价值的双增长。”金容基副会长的致辞巧妙地融合了公司的营销标语“【 】，提升价值。纳路涂料”，令人印象深刻。

【 】，提升价值。纳路涂料

“粉刷不是单纯地涂抹，每涂一下都是在传递希望、健康和未来，这是一件提升价值的事情。以‘【 】，提升价值。纳路涂料’为标语，纳路涂料致力于传播并普及涂料的真正价值。在此过程中，特约商店要扮演好价值传播者这一角色，进一步提高行业价值。”

以虚拟形象亮相的营销部本部长白承赞常务发表了未来市场应对方案，表示2022年首个营销活动将在新标语的基础上，重点开展与顾客直接交流的D2C COMM(Direct to Customer Communication)，除普通消费者外，同时向企业和政府部门等实施对口宣传，提高指名采购频率，从而提升特约商店的品牌自信。第二项营销活动是通过由特约商店代表构成的支持者团队进一步反映特约商店的观点，全力支持率先在特约商店推出新产品和新服务。第三项活动是帮助特约商店在新常态的数字世界构建数字环境。例如，纳路涂料YouTube频道“paintitsuda”的订阅人数已经达到1万，累计点击量也超过了140万次。纳路涂料计划通过这一频道提供更多有助于特约商店的丰富内容。

在接下来的“You Quiz with NOROO!”环节，作为2022年第一期NOROO支持者的CHAEUMPLANET代表崔钟文参与录制了视频。在轻松快乐的氛围中，崔钟文代表传达了大众对涂料行业的认识，并分享了提升行业价值的小诀窍。

新产品UP!价值UP!NOROO

2022年特约商店研讨会通过介绍NOROO评选出的年度颜色和《COVER ALL》增添了现场趣味性。临近研讨会尾声，以演讲者身份出镜的艺人曹世镐引起了一阵不小的轰动，再加上首次亮相的新产品系列，让参加研讨会的每一个人都对2022年充满了期待。2022年共推出8款新产品，包括Q-fit MASTER、Q-fit WOOD STAIN等2款建筑涂料和CLEANPOXY底漆(高黏度)和YEGREENA Floor Coat(W)等6款地板防水涂料。Q-fit MASTER属于多功能水性外部用产品，高弹性可以避免墙体出现裂纹，高耐候性有利于维持建筑初始外观，出色的防水性可以有效防止渗水，绝对是特殊高性能产品。另外一款产品Q-fit WOOD STAIN虽然是水性涂料，但其耐久性和高耐候性绝不亚于油性涂料，是

一款获得美国农业部USDA认证的建筑内外兼用的水性涂料。

由此可见，涂料可以为整栋建筑穿上一层防护衣，遮风挡雨的同时，保护粗糙的木纹，美化环境。在深入了解涂料的价值后，是时候转变我们的思想，为一直以来默默充当配角的涂料点亮主角光环。纳路涂料新标语的括号里填上了“涂料”二字，在未来的日子里，纳路涂料定将拥抱由涂料装点的所有世界，开拓更大的市场。2022纳路涂料研讨会在虚拟空间描绘出了一幅更加耀眼的未来图景。



NOROO receives Minister Award for its thermal control paint technology and contribution to counteracting climate change

NOROO Research Institute

NOROO Paint & Coatings (“NOROO”) received a Minister of Science and ICT Award last December for its “thermal control paint technology to respond to the urban heat island effect and the climate crisis,” which was selected as one of South Korea’s ten representative technologies that help fight climate change. At the cutting edge of thermal control paint technology, NOROO has continued to advance its technological capabilities. The recent award is a testament to NOROO’s technological prowess as well as its commitment to combating climate change.

热控涂料技术为应对气候变化作出贡献, 荣获长官奖

纳路涂料研究所

纳路涂料的“针对城市热岛现象及应对气候变化的热控涂料技术”入选“十大应对气候变化代表技术”，并于去年12月荣获科学技术信息通信部长官奖。纳路涂料虽然拥有最先进的热控涂料技术，但并未停止脚步，仍在继续发展技术。这次获得的长官奖就是对纳路涂料技术力的最好证明，也代表了纳路涂料为应对气候变化的决心。



FIGHTING CLIMATE CHANGE—LEAVE IT UP TO US!

“South Korea’s ten representative technologies that help fight climate change” is an initiative that evaluates and highlights the creativity, excellence, and social and economic impacts among national research and development projects supported by government ministries for the last three years in three areas: carbon reduction, carbon resource conversion, and climate change adaptation technology. NOROO’s “thermal control paint technology to respond to the urban heat island effect and the climate crisis” (Product name: Energy Saver Eco Cool Roof; “thermal control paint technology”) was selected in the double carbon reduction and adaptation to climate change category, and the head of the company’s research institute Ham Young-jae received the Minister Award on behalf of the company. The thermal control paint is a highly functional paint that can be applied on the outer surface of buildings and control their temperature by reflecting infrared rays and preventing heat from penetrating into the building.

“The recent award recipients were chosen from a pool of projects that received government funding and bore fruit between 2019 and 2021 and were nominated as distinguished technologies. NOROO submitted its thermal control paint technology for the Ministry of Trade, Industry and Energy’s governmental task in 2017, and we were selected for the task and conducted research for three years. We were once again recognized for our research outcome through this award,” Ham explained. “NOROO pioneered this field by becoming the first in its industry to research and launch thermal control paint solutions such as cool roof paints. Though the technology and product are necessary to fight climate change and conserve energy, the actual market was not yet ready for them, therefore increasing demand was limited. At this, we undertook various activities, such as campaigning for cool roofs with local governments. When the government’s funding notice went up in 2017, I knew we had to join the project. I broached the subject to section chief Shin Jae-seok, with whom I was working at the time, and he replied, ‘Of course, we’re doing it!’” At Ham’s mention, Shin Jae-seok, now a team leader, laughed, saying, “I didn’t know that would be the beginning of my woes!” Ham continued, “It was our first time applying as an organizing company, so we pulled all-nighters for almost

应对气候变化, 我们义不容辞!

“十大应对气候变化代表技术”评选, 是指近三年来, 在接受各部门支援的国家研究开发项目中, 以在碳减排、碳资源化和应对气候变化技术这三大领域所展现的创意性、优秀性、社会·经济影响力等为对象进行评选的工作。在碳减排和应对气候变化领域中, 纳路涂料的“针对城市热岛现象及应对气候变化的热控涂料技术(产品名称:ENERGY SAVER ECO CO-OROOF)”入选“十大应对气候变化代表技术”, 并由纳路涂料研究所咸英载部长作为代表接受了长官奖。该技术是一项高功能性涂料技术, 只需在建筑外墙等地方进行粉刷, 即可有效反射阳光中的红外线, 切断向建筑内部传导热量, 从而抑制建筑温度升高。

咸英载部长称:“这次奖项是自2019年至2021年期间, 从取得成果的政府支援项目中挑选优秀技术进行评选颁发的。纳路涂料热控涂料技术于2017年应征并入选产业通商资源部政府支援项目, 连续三年坚持不懈地研究。这次获奖也是对纳路涂料研究成果的再一次肯定。”

“纳路涂料在业界首次带头研究了凉爽屋顶等热控涂料并推出相关产品。虽然这是应对气候变化和节约能源所必需的技术和产品, 但遗憾的是, 实际市场尚未成熟, 在扩需方面仍存在局限性。因此, 纳路涂料与地方自治团体开展了‘凉爽屋顶运动’等多种活动。2017年, 当政府支援项目公告出台时, 我们就下定决心, 一定拿到这个项目。当我把这一消息告诉当时一起工作的申载爽组长时, 他毫不犹豫地回答道:‘当然要做了!’”听了咸英载部长的一番话, 申载爽组长笑着说道:“没想到这条路, 任重而道远!”“因为是第一次作为主导企业参加应征, 所以包括春节在内, 夜以继日地几乎准备了一个月。但最终能够入选, 真的十分开心。因为既定目标定得比较高, 所以相关负



a month including during the Lunar New Year holidays, and we were overjoyed to be selected for the project. We had high expectations for ourselves, so the project managers went to great lengths during the three-year research.”

REACHING A GOAL TOGETHER

South Korean cool roof paints had an infrared reflection rate of 85% at the time, compared to 92% for Japanese and European products. “That’s why our goal was to reach an infrared reflection rate of 93%. It was a daunting goal, but the Korea Institute of Ceramic Engineering and Technology, which took part in the project as a participating company, worked to combine reflective and insulation materials, while we developed a painting system based on the principle of double and triple reflection, ultimately achieving our objective. We also simultaneously developed a highly durable binder, elevating the maintenance rate of the country’s infrared reflection rate.”

NOROO was also able to conduct verification tests with Korea Conformity Laboratories, another project participant, which eventually resulted in a successful outcome. “We absolutely needed data on the paint’s effect on lowering indoor temperatures in order to appeal to consumers. Through the government-funded



project, we conducted a verification test in a laboratory setting that artificially replicated the climate in South Korea, as well as a trial painting in Vietnam, as a result of which we discovered that the paint lowered the outside surface temperature of a roof by a maximum of 11.21°C, as well as the inside surface temperature of a roof by a maximum of 4.80°C.”

NOROO’s successful execution of the three-year project and steady technological advancement were recognized for their significance and merit through the recent Minister Award. Ham gave credit to others, saying, “It’s awkward to accept the prize on behalf of everyone who helped us reach this outcome.” Shin reminisced about the project: “While the project was ongoing, I had to move to the Purchasing Headquarters and hand over the research to a fellow researcher. It must have been hard, but I’m thankful my colleague carried on with the research smoothly with Ham.”

TECHNOLOGICAL DEVELOPMENT FOR THE ENVIRONMENT

The NOROO Research Institute’s research on thermal control paint and energy conservation is still ongoing. “We joined the Ministry of Trade, Industry and Energy’s international collaborative energy research project as a result of the trial painting and seminar we held in Vietnam, and we are currently a participating organization for a project titled ‘establishing the foundation for high-efficiency building energy package localization verification & commercialization that considers the climate and economic conditions in Vietnam.’ We’re also applying for a new government project for developing technology that can reduce the amount of carbon used in industrial processes. We believe that as time goes on, thermal control paints will not only create a thermal barrier to reduce temperatures but also evolve to the point where they will function as cooling paints. Paints and coatings will evolve and transform endlessly.” Ham and Shin wrapped up the interview by sharing their determination: “NOROO will advance its technology in all areas, from raw materi-



als for paints to the polishing process for finished paintings, in order to respond to climate change and contribute to carbon neutrality.”

The coming summers will be noticeably cooler thanks to NOROO, a company that prioritizes the environment over the market and upgrades its technologies accordingly.

责人在这三年的研究工作中也实属不易。”

共同实现目标

当时, 韩国国内凉爽屋顶涂料的红外线反射率为85%左右, 日本和欧洲等地为92%。“所以我们把目标设定在93%。虽然是艰难的目标, 但是纳路涂料与同样作为参与机构的韩国陶瓷技术院携手进行了合作。韩国陶瓷技术院主要进行反射材料和隔热材料的复合化研究, 纳路涂料则通过开发涂装系统, 运用双重反射、三重反射等原理, 在双方共同努力下实现了这一目标。除此之外, 还开发出高耐久性粘合剂, 提高了红外线反射率的维持率。”



并且, 能够与参与机构韩国建设生活环境试验研究院共同进行实证试验也是一大成果。“为了吸引消费者, 提供室内温度降低实效数据是必不可少的。通过政府支援项目, 在韩国人工气候实验室进行了实证试验, 在越南进行了涂装试验, 得到屋顶外表面温度最大降低11.21°C, 内表面温度最大降低4.80°C的试验数据。”

历时三年成功完成的该项目和后续的持续技术开发, 通过此次长官奖, 再次印证了其重要性和价值。咸英载部长将所有功劳归功于团队, 并说道:“这是大家共同努力的结果, 作为代表上台领奖, 我感到十分荣幸。”申载奭组长回忆说:“在项目的执行过程中, 我转到采购本部, 因此其他研究员同事接管了研究工作。中途加入应该很辛苦, 但他努力配合咸部长顺利推进了工作, 在此我想表达我的感激之情。”

为了环境开发技术

研究所仍在继续研究热控涂料及节能技术。“在越南进行的涂装试验和研讨会与产业通商资源部的能源国际共同研究项目相连接, 目前作为参与机构正在进行‘考虑越南气候/经济条件的高效建筑能源包装本土化实证研究及项目基础构建’课题。同时, 也正在应征政府的新课题——‘产业连接型低碳工艺转换技术开发项目’。预计今后热控涂料不仅能够隔热, 还会向实现冷却的方向发展。涂料的变化是无穷无尽的。”最后, 在结束本次采访前, 咸英载部长和申载奭组长表达了今后的决心:“为了在应对气候变化和碳中和领域作出贡献, 纳路涂料将在从涂料原料到施工涂料涂膜运营等所有领域, 尽力提高技术。”

得益于纳路涂料率先考虑环境并开发出的技术, 我们的夏天今后会不会越来越凉爽呢?



Colors of Cloud Floating in the Air

NOROO Paint & Teresa Freitas Photography Exhibition: Springtime Delight

“On one spring day, I took a journey to see flowers. But flowers were not the only souvenirs I brought home from my trip. I cherished the sunshine that delicately opened the petals, winds that blew flowers, the joys and sadness in between every moment.” Springtime Delight by Teresa Freitas evokes the mood of adventures and invites the visitors to embark on their own journey with the dreamy colors suggested by NOROO Paint & Coatings (“NOROO”).

用云朵的颜色 漂浮在空中

纳路涂料&特雷莎·弗雷塔斯摄影展<Springtime Delight>

我曾在春日踏上了一场赏花之旅。在目的地等待我的不只有花,还有轻抚花蕾使其绽放的阳光、轻扫花瓣使其翩翩起舞的清风以及那瞬间的喜悦和遗憾。这一切的一切都是旅行对我的馈赠。特雷莎·弗雷塔斯的摄影展《Springtime Delight》就充分诠释了旅行的含义,通过与纳路涂料合作,为参观者开启了一场梦幻色彩之旅。



AN EXHIBITION COMPLETED BY COLORS

This exhibition, which was held at The Hyundai Seoul, appears to have quenched people's desire to travel in the COVID-19 era. The visitors are invited to walk in the flower fields, float in the sky up to the high clouds, and land on foreign lands. All of this evokes the memories of their journeys—even the memories of journeys they have never taken. The thrill of first encounters, the desire to stay a bit longer, and the perfect instant and unfamiliar landscapes slow every visitor's steps and rush their heartbeats. The works of Freitas and the colors of NOROO are featured in this journey that you'll want to take forever. The dreamy colors that extend from the photos to the walls of the venue offer a warm embrace to the visitors. Freitas chose NOROO products to create the background colors for her first solo exhibition. Just like what she mentioned, “Color is the key to my works,” colors mattered the most for the exhibition. She needed colors that are bold yet soft and that complement each sections' themes, and NOROO products delivered the best outcomes. “Working with colors is my favorite thing. Picking colors from NOROO's samples was like a fun puzzle game. I was so contented to finally choose colors that suit my works from NOROO's website,” said Teresa, expressing her satisfaction with the paints and colors.

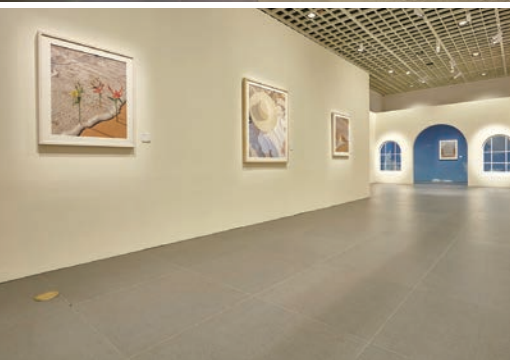
用色彩完成的展览

这场展览在The Hyundai SEOUL举办,绝对是疫情时期满足旅行需求的好去处。一会儿漫步于花田,一会儿站在云端随风漂浮,一会儿又仿佛来到了异国世界,每走一步都能勾起参观者对旅行的回忆。甚至还能让人想起未曾踏足过的地方之旅。激动不已的初识、想要时间静止的遗憾、瞬间即完美、陌生而悸动的风景……所有的一切都让人忍不住放慢脚步。特雷莎·弗雷塔斯的作品和纳路涂料的色彩为参观者奉上了一场不想结束的旅行。从照片一点点晕染到展厅墙壁上的梦幻色彩温暖地拥抱着在场的每一个人。

作为摄影家特雷莎·弗雷塔斯的全球首场个人展,在准备过程中,她亲自挑选了整个展厅的背景颜色,所有用色均出自纳路涂料。对于视颜色为



The interaction of light and shadows seems to be different from the colors you have seen before. The changing colors of the sunlight invite visitors to imagine the photographer working from dawn to dusk.



EVOKING THE MEMORIES OF JOURNEYS

Teresa's choice from NOROO colors were eight in total, including PANTONE 12-4303 Country Air and NOROO BT 7029 April Breeze. All the colors were applied using NOROO products such as Multi Premium Paints Inspired by PANTONE (Flat) and Soon & Soo All Cover and Antiviral V-Guard. The exhibition space consists of six sections and workstations, each of which is distinct yet smoothly connected with the variations of pastel tones. The first section "Among the Flowers" presents a spring field using PANTONE 12-4303 Country Air, and the second section "Spring Dreams" offers a surreal mood between reality and surreality with NOROO WT 1078 Frozen Cream. "At Home, In Colour" features the soft texture of NOROO BT 7043 Baby Powder to represent the warm sunlight of Lisbon, Portugal, while "Spring in the City" used PANTONE 11-4804 Lightest Sky and NOROO BT 7064 Stone Ivory to illustrate the vivid air of San Francisco, Malta, and Budapest. The "La Muralla Roja" section showcases the postmodern style housing complex designed by Ricardo Bofill, a renowned Spanish architect, using the shade of NOROO BT 7029 April Breeze which serves as the background for various pink colors. The last section "By the Water" used PANTONE 12-6207 Frost to highlight the transparency of the water. In terms of applying Soon & Soo Antiviral V-Guard to the public areas, Freitas commented that "it's a safety measure and a great idea to protect the visitors." "Colors themselves allow viewers to experience visuals without any explanation and evoke emotions," Freitas noted, describing the pastel-toned colors of her works as soft, heavenly colors. "I'm overjoyed when I take photos like these. I hope they make you joyful just like I am." The exhibition offered a pleasant journey, just as her wish. It will be long remembered as the first trip with the photographer and a dreamlike voyage where every visitor's memories overlap in vibrant colors.

作品核心的特雷莎·弗雷塔斯来说,展示作品的展厅使用什么颜色也是极其重要的问题。她需要既强烈、温柔,又能给不同展区主题加分的色彩,而纳路涂料刚好满足了她的所有需求。“我最喜欢和色彩打交道。对照纳路涂料的色样板挑选颜色,就像在完成一幅有趣的拼图。通过纳路涂料的官网,我找到了最适合作品的色彩,我非常满意。”特雷莎·弗雷塔斯表达了自己对涂料和色彩的喜欢。

召唤旅行的记忆

特雷莎·弗雷塔斯共选择了8种纳路涂料颜色,包括PANTONE 12-4303 Country Air、NOROO BT 7029 April Breeze等。展厅施工使用了潘通多功能无光涂料和纯&秀 All cover和抗病毒V-卫士等涂料。整个展览空间被划分为六大展区和工作室,通过柔和的色感变化让每个空间在相对独立的同时,又能和谐地融为一体。第一展区名为“花间”,是用PANTONE 12-4303 Country Air描绘出的春日原野;第二展区名为“春日之梦”,利用NOROO WT 1078 Frozen Cream营造出了一种往返于现实和非现实之间的超现实感性。“家和色彩”展区借助NOROO BT



7043 Baby Powder的松软触感再现了葡萄牙里斯本的温暖阳光;“城市之春”展区使用了PANTONE 11-4804 Lightest Sky和NOROO BT 7064 Stone Ivory两种颜色,给人一种圣弗朗西斯科、马耳他和布达佩斯的空气轻拂脸庞的感觉。“红墙”展区展出了西班牙著名设计师里卡多·波菲尔设计的后现代主义共同住宅建筑, NOROO BT 7029 April Breeze为这一区域打造出了不同的粉色背景墙。最后一个展区取名为“在水边”, PANTONE 12-6207 Frost生动地表现出了透明的水波。特雷莎·弗雷塔斯对在公共区域使用纯&秀抗病毒V-卫士涂料这一点赞不绝口,她认为这不仅是一项保护参观者的安全措施,也是一个非常伟大的创意。

特雷莎·弗雷塔斯称,“色彩无庸赘述,其本身就是可以体验的独立形象,能够唤起感性”。对于作品中的柔和色感,特雷莎·弗雷塔斯将其视为“最接近天堂温柔氛围的颜色”。并表示拍摄这些照片时,她感到十分幸福。她希望看到这些照片的每一个人也都能产生幸福感。正如她所愿,这场展览成为了每一位参观者的幸福之旅。与特雷莎·弗雷塔斯同游的第一场旅行勾起了参观者心中的回忆,二者重叠在一起变得更加梦幻,而丰富的色彩注定让这场旅行刻骨铭心。



NEWS BRIEFING



NOROO Holdings holds the 76th shareholder meeting

NOROO HOLDINGS CO., LTD.

NOROO HOLDINGS HOLDS THE 76TH SHAREHOLDER MEETING

On March 25, NOROO Holdings' 76th shareholder meeting and NOROO Paint & Coatings' 16th shareholder meeting were held at NOROO Welfare Center of the Anyang headquarters. Each company presented its operating income, net profit, consolidated income, and net income of subsidiaries and investees under the equity method, as well as their performances for the fiscal year 2021. In addition, the balance sheet and income statement demonstrating the companies' performances, as well as dividends for common and preferred shares for the statement of changes in equity (draft), were all accepted in the meetings. The shareholder meetings were held in accordance with the COVID-19 safety rules.

纳路控股股份有限公司

纳路控股股份有限公司召开第76届定期股东大会

3月25日, 纳路控股股份有限公司的第76届定期股东大会和纳路涂料的第16届定期股东大会在安养总公司NOROO福利馆举办, 公司股东及员工出席了大会。在本次股东大会上, 公布了各公司2021年会计年度的营业收益及本期净收益、包括子公司及权益法下投资单位业绩在内的合并损益的销售额和本期净收益等。此外, 在大会上不仅批准了关于公司业绩的资产负债表及利润表, 还批准了针对利润分配表(案)的普通股和优先股相关分红内容。为安全起见本次股东大会在遵守新冠病毒的防疫守则下召开。

NOROO PAINT & COATINGS

SAFE AND CLEAN ZONE IN SEOUL SENIOR WELFARE CENTER

On March 17, NOROO Paint & Coatings ("NOROO") signed an MOU with Seoul Senior Welfare Center to increase the convenience of visitors and ensure a healthy environment inside the center. The company had already made donations for Soon & Soo Antiviral V-Guard and high-functional eco-friendly water paint Soon & Soo All Cover prior to the signing of the MOU.

The Soon & Soo Antiviral V-Guard is a special functional paint that contains an antiviral material that releases copper ions over a five-year period, killing germs that come into contact with it. NOROO's Soon & Soo Antiviral V-Guard contains a special mineral that has been approved by the US Environmental Protection Agency. As a paint proven to be antiviral, antibacterial and anti-mold, Soon & Soo Antiviral V-Guard killed 99 percent of the COVID-19 virus in 30 minutes in the first test conducted in South Korea. In addition, it was proven to kill Influenza A virus. The paint will be used to create a "safe and clean zone" in the senior welfare center to ensure the safety and health of visitors.

The Seoul Metropolitan Government runs the Seoul Senior Welfare Center, which offers a range of valuable programs that help senior citizens live better lives, such as job creation where they may put their experience and knowledge to good use. Around 2,500 people visit the center every day. Accordingly, the Seoul Senior Welfare Center is paying great attention to improving its safety facilities by installing antiviral and antibacterial equipment and air purification systems. Under the terms of the MOU, the two parties agreed to work together to build and operate the safe and clean zone and ensure the safety and health of visitors. They also discussed ways to cooperate with each other in order to vitalize the Taggol Art Gallery, which is located on the first floor, while maintaining safety. The Taggol Art Gallery is an open exhibition and cultural space where people of all ages can communicate through art.

The director of Seoul Senior Welfare Center said, "We are going to work hard



Safe and clean zone in Seoul Senior Welfare Center

to help senior citizens going through many hardships due to COVID-19 take back safe and normal life. I would like to thank NOROO for making donations to support the healthy lives of senior citizens. It is my wish that the two institutions maintain their positive relationship for a long time." An official from NOROO also said, "Our agreement was made after learning that the elderly are unable to access the facility that used to be a place of learning and sharing for them due to the COVID-19 outbreak. Starting with this MOU, we will continue to fulfill our social responsibility through donations and other means."

纳路涂料股份有限公司

支援首尔老年人福利中心设立“安心洁净区”

3月17日, 纳路涂料为谋求到访者便捷和营造更健康的环境, 与首尔老年人福利中心签订了社会贡献谅解备忘录(MOU)。在签订谅解备忘录之前, 纳路涂料向首尔老年人福利中心捐赠了抗病毒油漆“纯&秀 V-卫士”和高功能性环保水性油漆“纯&秀 All cover”。“纯&秀V-卫士”是一种具有特殊功能的涂料, 可从涂料内含的抗病毒原料中稳定释放铜离子5年, 有效消灭涂层的病毒。纳路涂料的“纯&秀V-卫士”使用了登记在美国环境保护局(EPA)的特殊矿物质原料, 并在韩国国内首次以新冠病毒完成了试验, 验证了该原料可在30分钟内消灭99%以上的新冠病毒。除此之外, “纯&秀V-卫士”还通过了流感A病毒灭杀效果试验。验证了其具有高强的抗病毒、抗菌和抗霉特性。这些涂料将用于老年人福利中心的“安心洁净区”, 为到访者安全保驾护航。

首尔市运营的首尔老年人福利中心为帮促老年群体乐享高质量生活, 通过可以提供利用老年人经验和知识的工作岗位等项目, 实践多样且有价值的福利事业, 每天到访者高达2500名。鉴于这些特点, 首尔老年人福利

中心致力于进行自行防疫和安装空气抗菌系统等, 加快保障安全设备的步伐。纳路涂料与首尔老年人福利中心通过此次MOU, 承诺为到访者安全而设立并运营“安心洁净区”, 还讨论了针对福利中心1楼塔谷美术馆的安全及经营活性化的相互交流及合作方案。塔谷美术馆是通过美术让不同年龄层都可以进行沟通并产生共鸣的展览文化空间。

对于本次MOU的签定, 首尔老年人福利中心馆长表示:“我们将努力让因新冠病毒而经历困难的老年人重新找回安全、充满活力的日常生活。感谢为老年人健康的日常生活伸出援手的纳路涂料, 希望两家机构今后也能继续保持良好的关系。”纳路涂料的相关人士也表示:“本次MOU是最近在得知因新冠病毒导致供老年人学习和交流的福利中心在使用上有诸多不便后, 策划而成的。我们将以此为契机, 今后通过持续赞助和合作, 尽到企业的社会责任。”

NOROO LAUNCHES THE “VALUE ENHANCED” CAMPAIGN TOGETHER WITH CUSTOMERS

Following the announcement of the slogan “[], Value Enhanced: NOROO Paint & Coatings” at the 2022 NOROO Paint Seminar held online from February 22 to 28, NOROO initiated the “Value Enhanced” campaign by uploading a manifesto video on its YouTube account on March 29. The “[], Value Enhanced” slogan promotes paint as a medium that upgrades various values. It implies the company's will to raise the value of paint as well as the public awareness of paint by promoting values that the paints can change, such as space, health, and value of life.

The campaign will be unrolled in both online and offline spaces one after the other. The manifesto video titled “No Paint, No Gain” posted on paintitsuda, NOROO's official YouTube account, starts by adding a letter T to the famous phrase “No pain, No gain.” Along with music, fresh colors, and witty catchphrases, this trendy video shows things that can

NEWS BRIEFING



NOROO launches the "Value Enhanced" campaign together with customers



only be achieved with NOROO, ranging from personal taste to change in space and seamless coverage. It delivers the energy of NOROO, which elevates the values of [painting] such as [pleasant living] and [green space]. A NOROO official said about the campaign, "We brought the color, green technology, and functionality that paints can deliver to our lives through an interesting story and stylish images. We plan to release three more episodes of the videos soon."

After the videos are unveiled, NOROO will unroll interactive digital programs that will allow customers to gain indirect experiences of the campaign's value and philosophy, as well as other social contribution activities designed to change the public perception of paints.

In particular, NOROO will launch interactive digital programs in cooperation with Trust's Thor Container, which has become a popular camping item amidst the recent camping trend. Thor Containers are known for being safe and durable products approved by the Korean Ministry of Food and Drug Safety and the US National Sanitation Foundation. NOROO planned the collaboration in response to the recent surge in the number of campers to seven million driven by the COVID-19 pandemic, as well as the growing public interest in camping brands, particularly among Millennials and Generation Z. Painting, according to NOROO, is a practice that raises the value of buildings around us while also expressing individuality.

与顾客一起开展“提高价值”活动

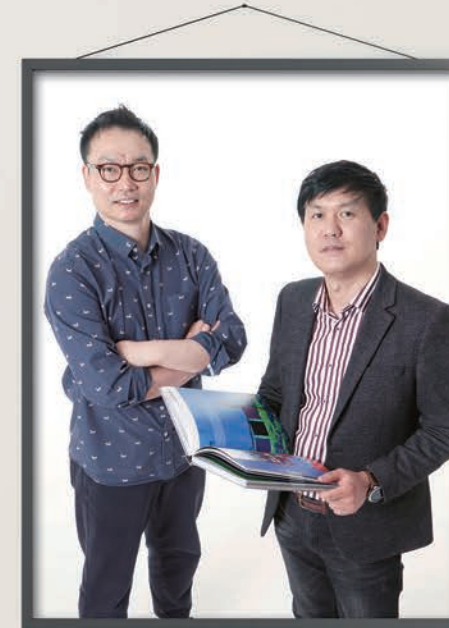
2月22日至28日, 纳路涂料在网络虚拟空间举行的“2022纳路涂料特约商店研讨会”上, 提出了“【**NO PAINT, NO GAIN**】, 提升价值”的标语。3月29日, 通过YouTube频道公开了宣言视频, 开始与顾客一起开展“提升价值”活动。

“【**NO PAINT, NO GAIN**】, 提升价值”的标语是宣布作为提升多种价值的媒介涂料, 通过传递涂料变化空间、健康和生活价值等信息, 旨在提升涂料价值, 扩大大众对涂料的认识。

“提升价值”活动将依次在线上 and 线下进行。在纳路涂料YouTube官方交流频道“paintitsuda”上公开的“NO PAINT, NO GAIN (没有涂料就没有收获)”宣言视频中, 片头用毛笔在“NO PAINT, NO GAIN”这句名言上彩绘了“T”, 以此视频正式开始。视频通过结合欢快的音乐、清爽的色调和新颖的标语, 表达了没有纳路涂料就无法得到的东西, 换句话说, 就是因为有纳路涂料才能拥有专属自己的喜好、变化的空间以及无懈可击的遮瑕力等, 以此传达了[舒适的生活]、[环保空间]等提升[彩绘]价值的纳路涂料能量。纳路涂料相关人士就此次活动表示: “用趣味横生的故事和时尚的影像美诠释了涂料给我们生活带来的颜色、环保、功能性等”, 并表示“将于后续公开三篇目标影像”。

影像公开后, 将开展让顾客间接体验纳路涂料活动价值哲学的数字体验型宣传活动和改变对涂料认识的社会贡献等多种活动。

体验型宣传运动会与最近受大众关注的露营用品信托公司“THOR CONTAINER”合作进行。THOR是已获得食品医药安全处(MFDS)及美国国家卫生基金会(NSF)认证的安全高耐久性产品。纳路涂料在看到新冠病毒的流行促使露营族增至700万人, 并以MZ世代为中心开始高度关注露营品牌的市场氛围, 因此策划了本次品牌合作。纳路涂料表示: “通过这样的活动, 我们要向大众展示涂装是提高我们身边建筑物的价值、表现个性的一系列过程。”



"Colors are intuitive, effective and powerful. These, I can say, are the great charms." Assistant Manager Kim Seung-hyun and Senior Manager Hyun Jung-o at NSDS expressed their desire for more people to feel the charms of colors and broaden the range of choices. With NSDS, every individual will be able to discover more colors in the world.

“颜色具有直观效果及高效且强大的力量。这应该就是颜色最大的魅力吧。”NSDS副组长金升贤和次长玄政珉表示: “希望更多的人体验到颜色的魅力, 拓宽选择范围。”与NSDS在一起, 我们会发现世界更多的色彩。



Ham Young-jae, senior manager at NOROO Paint & Coatings Research Institute that won the Minister of Science and ICT Award, and Shin Jae-seok, team leader of the Purchasing Headquarters. We can look forward to our future thanks to those who work harder than anyone else for advanced technologies and the environment.

这是获得“科学技术信息通信部长官奖”的纳路涂料研究所咸英载部长与采购本部的申载奭组长。为了先进的技术、为了地球的环境, 因为有了他们的领先一步, 我们更加期待明天的到来。



NOROO

NOROO Magazine | Vol. 62 (not for sale)

Class: Informational publication(Quarterly) • Registration number: Anyang Ba00022 • Registration date: March 15, 2019
Date of publication: April 20, 2022 • Published by: Noroo Holdings Co., Ltd. • Publisher: Kang Tae-jun • Editor: Chung Suk-chan
Planning and design: Recommunication Co., Ltd., Noroo Loginet Co., Ltd. • Photo: URL Studio • Printed by: Daehan Printech Co., Ltd.
Publishing location: 351, Bakdal-ro, Manan-gu, Anyang-si, Gyeonggi-do • Inquiries: 02-2191-7700