

NOROO

NOROO

NOROO Quarterly Magazine

SPRING · 2025

VOL. 74

SPECIAL THEME
THE POWER OF AN 80-YEAR LEGACY



SPECIAL THEME



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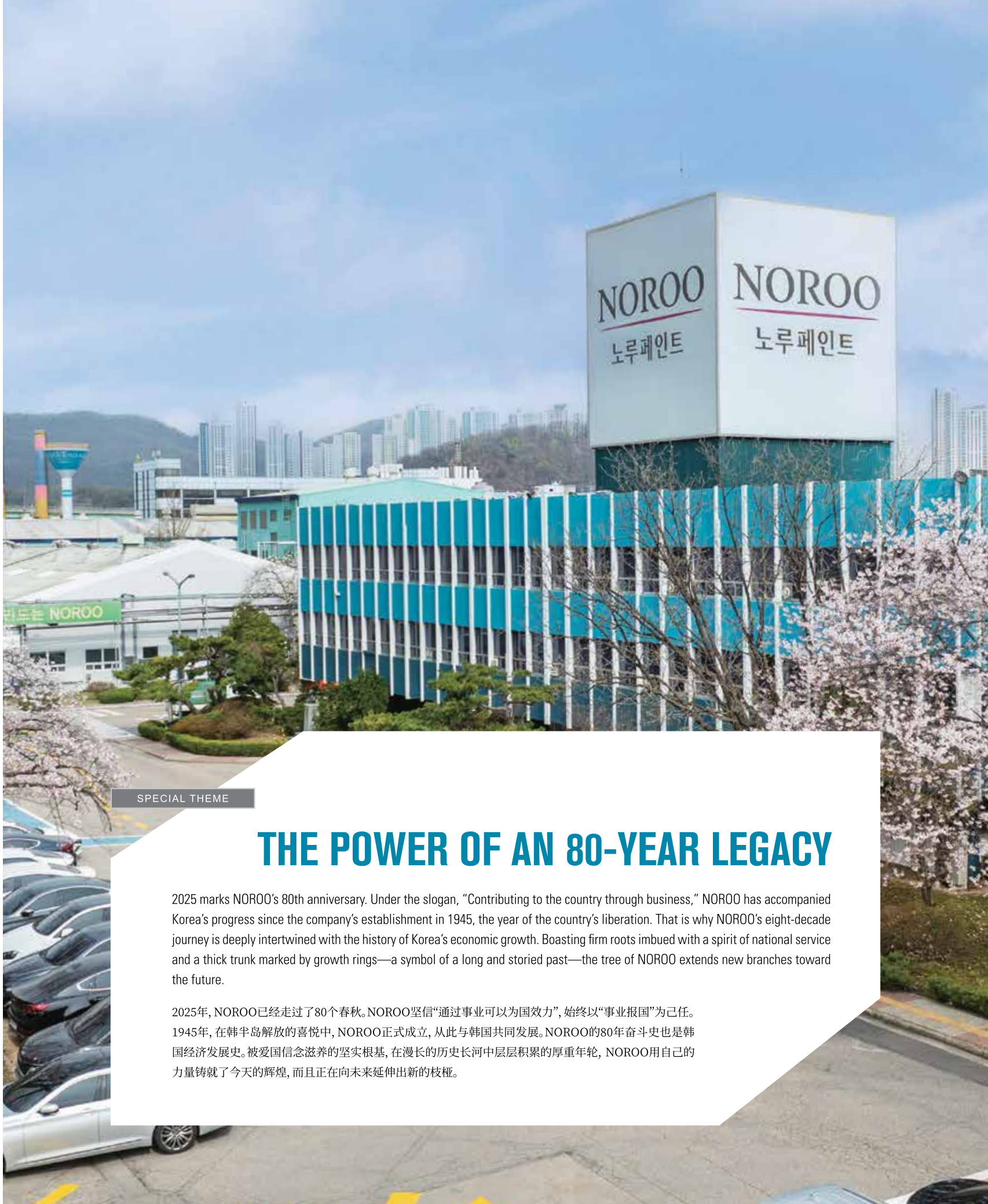
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SPECIAL THEME

THE POWER OF AN 80-YEAR LEGACY

2025 marks NOROO's 80th anniversary. Under the slogan, "Contributing to the country through business," NOROO has accompanied Korea's progress since the company's establishment in 1945, the year of the country's liberation. That is why NOROO's eight-decade journey is deeply intertwined with the history of Korea's economic growth. Boasting firm roots imbued with a spirit of national service and a thick trunk marked by growth rings—a symbol of a long and storied past—the tree of NOROO extends new branches toward the future.

2025年, NOROO已经走过了80个春秋。NOROO坚信“通过事业可以为国效力”, 始终以“事业报国”为己任。1945年, 在韩半岛解放的喜悦中, NOROO正式成立, 从此与韩国共同发展。NOROO的80年奋斗史也是韩国经济发展史。被爱国信念滋养的坚实根基, 在漫长的历史长河中层层积累的厚重年轮, NOROO用自己的力量铸就了今天的辉煌, 而且正在向未来延伸出新的枝桠。





NOROO, A Legacy of Pioneering Growth

“A business must pursue a greater goal that contributes to national development rather than minor profits.” This is the founding philosophy of NOROO, as declared by founder Han Jeong-dae. The belief that a company must respond to the needs of its time and its people has consistently driven NOROO to breakthroughs over eight turbulent decades, propelling the company’s growth and steadfastly supporting Korea’s development. Starting with ink, NOROO has evolved into a comprehensive precision chemical company. Let’s look back on its journey.

NOROO, 开创历史的成长历程

“比起蝇头小利, 企业应当追求有利于国家发展的大目标。”这是创始人韩鼎大会长主张的NOROO创业哲学, 明确指出要满足时代和民众的需求。也正是在这一哲学的指导下, 虽然过去80年的时间里充满了起伏, 但NOROO总能创造新的突破口, 在实现自身发展的同时, 也为韩国的发展奠定了坚实的基础。从油墨到综合精密化学企业, 让我们来回顾一下NOROO的发展史。



Mullae-dong Factory Area



Product Lineup



TV Commercial



Chairman Han Jeong-dae awarded the Order of Industrial Service Merit for DaeHyup’s export record

1959

1964

1974

1945–1966

LAYING THE FOUNDATION WITH A SPIRIT OF NATIONAL CONTRIBUTION

In 1945, with liberation came Korea’s freedom, and the long-suppressed publishing industry sprang into action. The 25-year-old founder, Han Jeong-dae, was encouraged by the advice that “education and culture are essential to nation-building, and publishing is essential to both; however, publishing cannot exist without ink.” Han saw the production of chemical products—key drivers of modern industrial development—as a way to revive the culture and contribute to the fledgling nation, and he stepped into ink manufacturing.

That same year, he established Daehan Offset Ink, Korea’s first ink company founded by a Korean. The company set multiple milestones, including the first domestically produced ink and the first locally developed pigment. Its high-quality ink was used for printing currency for the Bank of Joseon and national textbooks, building its credibility. Surviving the Korean War, Daehan Offset Ink expanded into paints as part of its postwar vision. It built Korea’s first modern factory and research lab in Mullae-dong and began using the NOROO brand. The company expanded into the domestic market by supplying the U.S. military, firmly establishing itself in the architectural coatings sector and achieving Korea’s first paint export after persistent overseas market development.

1945年-1966年

以事业报国理念奠定发展基础

1945年, 解放给韩半岛带来了自由。长期以来被打压的舆论出版界再次活跃起来。“文化教育建国是关键, 文化教育需要出版, 出版离不开油墨。”创始人韩鼎大会长听到这番建议的时候年仅25岁, 他坚信化学产品是近代工业发展的原动力, 而生产化学产品不仅可以推动文化复兴, 还可以为新成立的国家贡献一份力量, 于是毅然决然地投身印刷油墨制造业。

同年, 他创办了“大韩平板印刷油墨”公司。这是第一家由韩国

人自己创办的油墨公司, 创下了无数个第一, 比如生产第一款国产油墨, 开发韩国第一款颜料。凭借出色的品质, 成功为朝鲜银行券印刷、国家教科书印刷等业务供应油墨, 公司的公信力稳步提升。随后, 大韩平板印刷油墨又经过了六二五战争的试炼, 战后前往海外考察, 为作好迎接新未来的准备而进军涂料市场。大韩油墨在文来洞设立了韩国最早的现代式工厂和研究所, 开始使用“簞子”牌商标。起初的涂料业务主要是驻韩美军的军需品供应, 后来拓展至内需市场, 在韩国建筑涂料市场扎根后, 又再次转战海外市场, 经过坚持不懈的努力, 最终完成了韩国涂料行业的第一笔出口。

1967–1988

RAPID GROWTH BASED ON COMPETITIVE EDGE

After two decades of tireless work to secure its place atop the domestic ink and paint industries, Daehan Ink & Paint responded to the government’s export-driven policy by establishing Daehan Artificial Flowers in 1967 to manufacture plastic flowers. However, continued losses due to weak domestic plastic industries and fierce overseas competition led Daehan Ink & Paint to absorb and restructure the subsidiary. Shifting to industrial plastic parts and plastic dolls and toys, the revamped plastics division became profitable within three years. In 1970, the company founded Daehyup Corporation, which exported USD 80 million worth of toys by early 1978, significantly contributing to foreign exchange earnings and national economic development.

As part of management rationalization through product diversification, Daehan Ink & Paint expanded beyond architectural coatings to industrial paints critical to national infrastructure, such as specialty and automotive paint, boosting production, sales, and technology development. To meet growing demand, the company completed its Anyang Plant in 1976 and declared a “second founding” in 1986 under the slogan “Company Spirit Renewal,” signaling a bold new leap. It continued to lead the industry by introducing cutting-edge technologies.

**1967年-1988年****以强劲竞争力实现高速增长**

经过创业后20余年的艰苦奋斗,大韩油墨涂料荣登韩国印刷油墨和涂料行业的第一把交椅。政府推出出口驱动政策后,大韩油墨涂料响应政府号召,于1967年创办大韩人造花工业公司,开始生产塑料人造花。但由于当时韩国的塑料行业基础薄弱,再加上海外的恶性竞争,公司持续亏损。大韩油墨涂料将其兼并,转型生产工业用塑料配件、塑料玩偶和玩具产品。大韩油墨涂料的塑料业务部在生产品类转型后,只用了短短三年的时间就扭亏为盈。1970年,成立大协株式会社,生产玩偶和玩具。截至1978年初,出口规模高达8000万美元,为外汇创收和国家经济发展做出了巨大贡献。

大韩油墨涂料通过生产品类转型和事业多元化政策实现了经营合理化,除了建筑涂料外,又开始在国家基建产业必需的特殊涂料、汽车涂料等工业涂料的技术开发、生产和销售方面下功夫,壮大了公司的发展势头。为了应对激增的需求,大韩油墨涂料于1976年建成安养工厂,又于1986年宣布以“社风一新”为指标的第二次创业,决心迎接新的飞跃。大韩油墨涂料始终坚持引进先进技术,引领行业的技术发展。

1989–1999**ENHANCING EXPERTISE AND ADVANCING GLOBALIZATION**

The late 1980s ushered in an era of rapid economic liberalization, and by 1997, Korea was hit by the unprecedented Asian financial crisis (IMF crisis). In response to this shifting environment, Daehan Ink & Paint appointed Han Young-jae as CEO in 1988, initiating a new management system. The company rebranded as Daehan Paint & Ink Co., Ltd., revamping its corporate image and actively pursuing innovations to strengthen its specialization and global competitiveness.

As part of its “selection and concentration” strategy, the company spun off several divisions, founding Daehan B-Chemical, Daehan Automotive Coatings, and DIT, while simultaneously expanding production and establishing specialized plants by product category. In line with market changes, the company launched diverse marketing strategies, made its research center independent, and focused heavily on technological development—eventually ranking fifth in global patent registrations. This

led to significant improvements in quality and productivity and earned strong customer trust.

However, these achievements were not without unexpected challenges. In 1996, the Anyang Factory was damaged by fire, and in 1997, the company faced the IMF crisis head-on. Yet each time, NOROO overcame adversity through the unwavering dedication and sacrifice of its employees. These challenges ultimately became catalysts for Daehan Ink & Paint’s transformation into a stronger, more resilient enterprise.

1989年-1999年**提升专业性, 迈向国际化**

20世纪80年代中期开始,开放经济体系进程加速,到了1997年,一场史无前例的IMF外汇危机使得韩国举国上下陷入危机之中。为应对骤变的经营环境,大韩油墨涂料于1988年任命韩荣宰(Han Young-jae)社长为代表理事,构建全新经营体系,并将公司名称更名为大韩涂料油墨(株)。借此重新调整企业形象,从多方面开展向专业化和国际化发展的经营创新活动。

与此同时,作为选择和集中战略的一环,公司积极推进分公司事业。先后成立大韩碧化学有限公司、大韩汽车涂料有限公司、(株)DIT等,增设工厂,按涂料类别构建专业工厂体系,生产特色产品。另一方面,紧跟市场变化,开展多种营销战略。通过设立自身技术研究的方式提升研究能力,同时致力于技术开发,如今拥有的专利数量在全世界排名第五。经过上述努力,不仅大幅提升了质量和生产率,还有效提高了客户的信赖度。

当然,公司也曾面临意想不到的危机。1996年,安养工厂遭遇大火。1997年,又面临IMF外汇危机。但越是艰难的时刻,公司上下越是团结一心,凭借炙热的奉献和牺牲精神,短时间内带领公司走出了危机。正是这些经验使得大韩涂料油墨(株)有机会发展成为更加稳固的企业。

2000–2009**OPENING A NEW ERA THROUGH INNOVATIVE CHANGES**

The dawn of a new millennium in 2000 began with Han Young-jae’s appointment as Chairman. Under his leadership, Daehan Paint & Ink announced its vision to become a “world-class comprehensive chemical

2004

Shanghai Factory and
R&D Center Areas

**2008**

Environmental Management Award,
National Quality Management Convention

**2012**

NOROO PAINT New Product Expo



company of the 21st century,” laying out a global management strategy centered on leading the digital revolution, securing competitiveness in the information age, and fulfilling corporate social responsibility. In November of that year, the company changed its name to DPI Co., Ltd. to establish an eco-friendly corporate image and prepare for full-scale global expansion. In 2006, the company became the first in the industry to split into a holding company, DPI Holdings, and an operating subsidiary, NOROO PAINT—maximizing management efficiency and establishing a framework for accountable leadership. This move paved the way for a new leap forward.

The global capabilities built during the 1990s laid the foundation for the company’s entry into China and broader Asia. In 2002, the enterprise established Shanghai Paint Co., Ltd. in China, and in 2008, formed a joint venture with Taiwan’s Nanpao Group, following a partnership with China’s Futian Chemical Group. The company also expanded its overseas network by establishing subsidiaries in Japan, India, the Czech Republic, the United States, and other countries. Domestically, the company completed the cutting-edge Poseung Plant to boost production capacity for the global market and significantly enhance its environmental and safety management. Continuous R&D investment further laid the groundwork for sustained growth.

2000年-2009年**以创新挑战开启新时代**

2000年,韩荣宰会长的就任在充满希望的新千年拉开序幕。与此同时,大韩涂料油墨(株)以“21世纪超一流综合化学公司”为愿景,制定了引领数字革命、确保信息化时代的竞争力、忠实履行社会责任的企业等国际化经营战略。同年11月,公司更名为(株)DPI,确立了环境友好型企业形象,准备正式进军国际市场。2006年,公司一分为二,一个是行业内首个投资部门持股公司——DPI控股股份有限公司,另一个是事业部门子公司——NOROO涂料有限公司。这一做法不仅提高了经营效率,还确立了责任经营体系,为新飞跃夯实了基础。

20世纪90年代积累的国际实力成为了跳板,帮助公司成功进军中国和亚洲市场。2002年,在中国成立得彩(上海)涂料有限公司。

2008年,继成立广州福田纳路有限公司之后,又与台湾南宝集团携手,成立合资公司。在日本、印度、捷克、美国等多个国家和地区也相继成立法人公司,海外业务网络不断扩大。而在韩国国内市场,配备有尖端设备的浦升工厂竣工,实现面向全球市场的生产力最大化,进一步强化了环境·安全管理水平。持续的研发投资也成为企业不断发展的基石。

2010–2015**EXPANDING THE COLOR INDUSTRY’S HORIZON & LAUNCHING NEW BUSINESS**

In 2010, DPI Holdings changed its name to NOROO Holdings Co., Ltd., unifying the group’s subsidiaries under the NOROO name to strengthen its brand identity. In 2012, the company introduced the NOROO Way, a global value system that carries its founding spirit into the future, redefining the group’s strategic direction. NOROO implemented a global ERP system to automate and optimize operations, maximize customer satisfaction, and enhance production efficiency and technological capabilities through upgraded production systems, strengthened quality, environmental, and safety management, and streamlined R&D. These efforts positioned the company for aggressive expansion into global markets.

NOROO also led the market with premium, eco-friendly, and high-performance products, emphasizing color and sustainability. By hosting the NOROO International Color Trend Show, it showcased its deep expertise in color research and further solidified its presence in the global marketplace.

In addition, NOROO returned to its founding spirit of “national service through business” by venturing into the agricultural and bio-life sciences sector, laying the foundation for a sustainable future. The company also launched various new businesses in the eco-friendly and advanced materials sectors, continuing its innovation in step with market trends. Backed by this strategic agility and strengthened competitiveness at home and abroad, NOROO maintained steady growth despite the global economic slowdown.

1987

Company Spirit Renewal Campaign

**1990**

45th Anniversary Ceremony

**1995**

Spring Home Décor Seminar for Housewives





2010年-2015年

开启色彩产业的无限可能, 拓展新业务

2010年, DPI将公司的名称更名为NOROO控股股份有限公司, 集团子公司的名字也统一使用NOROO, 以此强调企业的整体性。2012年, NOROO制定国际价值体系NOROO Way, 即从未来指向性角度出发继承并发展创业精神, 从而重新定义了集团的方向性。此外, NOROO构建全球ERP系统, 实现业务的自动化和最优化, 极大程度提高了客户满意度。加强生产体系的效率化·高度化、质量·环境·安全活动, 调整研发组织, 进而确保生产力和技术力达到世界水平, 积极推动海外市场扩张。

不仅如此, NOROO还凭借以色彩和环保为主题的高端产品、划时代的高性能产品引领市场。通过举办NOROO International Color Trend Show, 突出长久以来深耕色彩领域的专业性, 进一步巩固自身在国际市场的地位。

NOROO还敏锐地分析快速变化的环境和产业模式, 再次肩负“事业报国”这一使命感, 勇闯农业生命科学领域, 为可持续的未来奠定基石。在环保和新材料领域, NOROO坚持拓展各种新业务, 以不断创新响应市场变化。经过战略应对以及不断在韩国及海外增强自身竞争力, NOROO在全球步入低增速时代后, 依然表现强势, 持续稳步增长。

2016-2025

TOWARD GLOBAL LEADERSHIP AS A COMPREHENSIVE PRECISION CHEMICAL COMPANY

As an industry leader, NOROO continued its powerful march beyond Korea toward global leadership. Internally, it launched the NOROO Way Restart, preparing for the future through dynamic communication and strong cohesion. In 2020, the company introduced an integrated labeling system to transform data into assets and began preparing for smart factory implementation.

NOROO remained active in the color industry, hosting the NOROO International Color Trend Show and participating in Frieze Seoul and Milan Design Week—efforts that promoted the importance of color and reinforced NOROO’s identity as a color expert. NOROO also launched

the industry’s first YouTube channel, expanding public understanding of painting and effectively communicating the value of color. Innovation in technology continued. The company established an open innovation task force to connect diverse ideas and technologies, developing cutting-edge products such as energy-saving coatings, eco-friendly bio-based paints, and coatings for the aerospace industry. NOROO notably unveiled the world’s first UV-curable automotive refinish coating system, pushing the boundaries of its technological edge. In line with a sustainable future, NOROO also established pilot production facilities for bio-based materials to quickly adapt to market changes. It laid the groundwork for its agri-bio business as well. In 2020, THE KIBAN Co., Ltd. completed Korea’s largest seed research cluster in Anseong and began building its export track record—earning the Million Dollar Export Tower in 2020 and the Five Million Dollar Export Tower in 2023. Alongside these advancements, NOROO actively practiced ESG management and published a sustainability report outlining its achievements and future vision. The company earned the highest industry rating—an Integrated A Grade—and has solidified its position as a leader in ESG. NOROO will continue to pursue innovation and transformation to lead future technologies, strengthening its capabilities and laying a solid foundation for sustainable growth through advanced ESG management.

2016年-2025年

以综合精密化学企业问鼎世界巅峰

NOROO作为业内的领头羊, 他的脚步并没有止步于韩国巅峰, 而是奋勇前进, 力求问鼎世界。组织内部积极推进NOROO Way Restart, 在主动沟通和强大的凝聚力基础上, 为未来做好准备。2020年, 通过综合标签系统对数据进行资产化处理, 积极备战智慧工厂。

色彩产业方面的活动也十分活跃。无论是举行NOROO International Color Trend Show, 还是参加Frieze Seoul和Milan Design Week等, NOROO力求借助活动广泛宣传色彩的重要性, 巩固自身色彩专业公司的地位。特别值得一提的是, NOROO还在整个行业范围内率先开通YouTube频道, 扩大民众对涂料的认知, 有效普及了色彩的价值。领先的技术开发也没有懈怠。NOROO新设开放创新推进组, 将各种创意和技术有机融合, 成功开发出节能涂料、环保生物涂料、航空航天产业涂料等创新产品。特别是NOROO涂料推出全球首款UV固化型汽车修补漆系列, 进一步提升了技术力。为了实现可持续发展, NOROO构建生物材料试验生产设备, 快速应对市场变化。农业生命科学新业务初步成型。(株)THE KIBAN在安城建立了韩国规模最大的农业生命科学研究集群——种子研究园区。2020年, (株)THE KIBAN荣获百万美元出口塔奖。2023年又再度斩获五百万美元出口塔奖, 业绩平稳增长。

NOROO也为可持续发展而积极实践ESG经营, 并将其成果和愿景编纂成册发行。在全行业范围内取得最高水平的综合A级评价, 是名副其实的ESG经营领先企业。NOROO今后会继续通过创新和变化加强自身实力, 从而抢占未来技术先机。同时, 通过ESG管理的高度化, 奠定可持续发展的坚实基础。



From Liberation Babies to Industry Leaders: Companies Founded in 1945

In the wake of Korea’s liberation, a number of pioneering companies, including NOROO, took their first steps. These “liberation baby” companies forged ahead through adversity, surviving colonial exploitation and the ravages of war, to become key players in Korea’s industrialization and economic growth. Let’s trace the footsteps of those that rose to prominence in the pharmaceutical, aviation, and food industries, growing with the nation.

从解放后的新生儿到行业中流砥柱, 1945年诞生的企业

在解放的喜悦中, 有一些企业与NOROO一起迈出了第一步。让我们一起追溯这些企业在过去80年间的发展历程。对于解放时期诞生的企业来说, 给与他们的是惨遭掠夺的贫瘠土地, 是战争炮火留下的累累伤痕。但他们凭借自己坚强的意志迎接挑战, 坚持创新, 最终成功实现了工业化和经济发展。他们各自在制药、航空、食品产业领域战胜了困境, 与韩国共同成长。让我们来看看他们的发展之路吧。

DAEWOOONG PHARMACEUTICAL

Following Korea’s liberation, demand for medicine surged amid poor public hygiene conditions, leading to the establishment of many pharmaceutical companies. Among those that have continued to thrive is Daewoong Pharmaceutical. Its origins date back to August 15, 1945, when Choseon Cod Liver Oil Pharmaceutical Co. was founded. In 1961, the company changed its name to Korea Vitamin Industry and launched its now-signature product, Urusa. A turning point came in 1966 when Honorary Chairman Yoon Young-hwan acquired the company and spearheaded major reforms that fueled rapid growth. Notably, in 1969, when cyclamate was identified as a carcinogen, Daewoong was the only drink manufacturer that did not use the ingredient—earning public trust as a company committed to quality ingredients. In 1974, the company established its own research institute and successfully launched a soft capsule version of Urusa. Four years later, it adopted its current name, Daewoong Pharmaceutical, and has continued to advance under the founding philosophy of “contributing to the nation through medicine.” Today, it remains a leader in biopharmaceutical innovation.



Source_Daewoong Pharmaceutical Newsroom

大熊制药

解放后, 卫生环境恶劣导致药品需求增加, 制药公司如雨后春笋般出现。其中有一家制药公司一直发展到今天, 它就是大熊制药。大熊制药的前身是朝鲜甘油制药工业社, 正式成立日正是韩国的光复日——1945年8月15日。1961年, 公司改名为“大韩维生素产业”, 推出了代表性长寿产品“Ursa”。到了1966年, 名誉董事长尹泳焕收购公司, 开始带领全公司进行经营创新, 成功实现了公司的快速发展。特别是1969年, 在人工香料甜蜜素被确认是一种致癌物质后, 经确认, 整个流通市场上只有大韩维生素的饮料产品没有添加这一配料。从此, “只使用优质原料制药的公司”这一正面形象在消费者心中扎根。1974年, 大韩维生素产业成立自主研究所, 推出“Ursa”软胶囊, 大获成功。1978年, 公司更名为“大熊制药”, 在“医药报国”这一创业理念的指导下, 潜心新药开发等工作, 在多个领域成果丰硕, 不断发展壮大。

2017

THE KIBAN Agricultural & Bio Research Cluster



2024

2023 Sustainable Corporate Management Report





Gwangandaegyo Bridge photo caption_ © Korea Tourism Organization Photo Korea – Live Studio

Seohaedaegyo Bridge photo caption_ ©Korea Tourism Organization Photo Korea – IR Studio

KISWIRE

Founded as a “liberation baby” on December 1, 1945, KISWIRE has played a central role in Korea’s industrial development as a specialist in steel wire products. Originally established as Korea Trading Company, the firm launched its steel wire business in 1961 under the name Korea Steel Wire Co., Ltd. and adopted the name KISWIRE in 1969. With relentless innovation and product development, KISWIRE has become a global manufacturer of premium high-carbon wire rods used across a wide range of industries, including automotive, construction, bridges, energy, electronics, and more, exporting to over 80 countries. Its technology can be seen in everyday landmarks, such as the suspension cables of Gwangandaegyo Bridge, Korea’s first suspension bridge, and the Seohaedaegyo Bridge, the nation’s second-longest bridge. These feats reflect how KISWIRE’s expertise is deeply embedded in the fabric of daily life.

高丽制钢

高丽制钢是一家成立于1945年12月1日的钢铁专业公司, 是在韩国工业化过程中发挥支柱作用的“解放后新生儿”企业。公司以“高丽商社”之名起步, 1961年成立“高丽制钢所”, 正式生产钢丝绳。1969年, 公司更名为“高丽制钢”并一直沿用至今。经过一系列的技术创新和新产品研发, 高丽制钢开始生产高级钢线(硬钢线材)产品, 这种产品是汽车、桥梁、能源、建筑、电气、电子等多个工业领域必不可少的原料。如今的高丽制钢向全球80多个国家地区出口商品, 成为名副其实的国际企业。在韩国国内, 高丽制钢的技术更是渗透到了百姓的日常生活。例如为釜山美景画龙点睛的韩国首座悬索桥“广安大桥”所用的悬索, 还有韩国第二长桥“西海大桥”所用的斜索, 都是应用了高丽制钢的技术。

SPC SAMLIP

Known for popular items like steamed buns and cream-filled bread found in supermarkets and bakeries like Paris Baguette, SPC Samlip shares its founding year with NOROO. Its roots trace back to a humble bakery named Sangmidang in Ongjin, Hwanghae-do. As a locally renowned store, Sangmidang relocated to Seoul to pursue its vision of becoming Korea’s top bakery. In 1959, the company officially entered the industrial baking sector under the name Samlip Confectionery Corporation and quickly rose to prominence by introducing Korea’s first plastic-wrapped cream bread. Guided by the belief that “a company should contribute to society,” SPC expanded into broader food sectors and launched the Paris Croissant brand in 1987, opening a new chapter in Korea’s bakery industry. Today, SPC Samlip manages a broad portfolio of affiliates and stands as a global food and bakery powerhouse, continuing to offer consumers a wide variety of delicious products. Even after 80 years, the meaning behind “Sangmidang”—“a house that brings delicious things”—remains just as vibrant.

SPC三立

每个小区都有的巴黎贝甜, 超市里最常见的豆沙包和奶油面包都是出自SPC三立。SPC三立和NOROO创立于同一年, 发展历史相当。其前身是黄海道瓮津地区的一家小面包房“赏美堂”。赏美堂在瓮津地区可谓家喻户晓, 为了实现心中那个顶级面包公司梦想, 赏美堂来到首尔从零开始, 准备正式升级。1959年, SPC以“三立制果公司”之名进军面包企业领域, 推出了韩国首款用塑料袋包装的奶油面包, 大获成功。在“企业应当为社会做贡献”这一哲学的指导下, SPC三立把业务扩大至整个食品领域, 进军烘焙市场。1987年, 成立“巴黎可颂”, 就此掀开了韩国烘焙产业的新篇章。此后, SPC三立又



Source_SPC Newsroom

陆续成立了多家分公司, 成功晋升为国际综合食品企业, 为消费者提供更加多元化的美食。“赏美堂”一名的原意是指“提供美食的家”。如今看来, 无论是80年前, 还是80年后的今天, 这个心愿始终没有改变。



Source_Hanjin KAL website

HANJIN GROUP

Founded with the name Hanjin Trading Company, meaning “the advancement of the Korean people,” this company began with a single truck at the port of Incheon, transporting daily essentials. Its sharp business acumen quickly expanded operations, and by 1960, the company operated a fleet of over 500 vehicles. After acquiring the debt-ridden Korean Air in 1969, Hanjin advanced into aviation with the philosophy of “serving the nation through transportation.” Under this vision, it transformed Korean Air into a world-class airline. In 1977, the company established Hanjin Shipping, introducing a container logistics system that helped elevate Korea’s shipping and logistics industries. This effort allowed the subsidiary to emerge as one of the world’s best general logistics enterprises. Hanjin further revolutionized the logistics landscape in 1992 by launching Korea’s first parcel delivery service, making it a familiar and trusted name in households across the nation.

韩进集团

“韩进商社”顾名思义, 蕴含了“韩民族前进”之意。公司发展之初, 只不过是仁川港口的一辆小货车, 负责运输生活必需品。后来随着公司发展势头不断壮大, 甚至与驻韩美军签下了军需物资运输合同。凭借出色的商业嗅觉和经营能力, 到了1960年, 公司就拥有了500辆可用车辆, 发展势头十分迅猛。1969年, 韩进集团收购了长期亏损的大韩航空公司。随后, 韩进集团制定了“输送报国”, 即“通过运输回报国家”这一经营哲学, 开始在航空运输领域开拓, 成功将大韩航空打造成为国际航空公司。1977年, 韩进集团又成立韩进海运, 通过构建集装箱物流系统等方式, 将海运和物流业水平推上一个新台阶, 成功跻身世界一流综合物流企业之列。1992年, 韩进集团首次推出快递服务, 为物流领域谱写了新篇章。在快递已经融入日常生活的今天, 韩进也成为了我们生活中最常见, 也最令我们开心的名字。

HYEONAMSA

Founded in the euphoria of liberation in 1945, Hyeonamsa believed that spreading Korean-language books was an act of devotion to the nation. Beginning with the launch of Geonguk Gongron (National Reconstruction Discourse), the publishing house embarked on its mission of enlightenment. Amid national chaos, Hyeonamsa sought to guide the people through books, publishing Korea’s first national legal code in 1959 and continuing to release updated versions annually. Through series such as Hyeonam New Books, which reinterpreted classic Eastern and Western texts, and through the works of renowned authors like Park Mok-wol, Park Kyung-ni, and Lee O-young, Hyeonamsa helped build the foundation of Korea’s literary culture. In the 1960s, it expanded into children’s literature by publishing Kim Yo-seop’s The Flying Elephant and later launched Hyeonam Children’s Books, playing a vital role in growing the domestic market for children’s publishing. The founder’s guiding principles of “trust and integrity” have endured through three generations. Under the banner of “Life Together, Books Together,” Hyeonamsa continues its journey toward becoming a centennial publisher. Hyeonamsa remains by our side, committed to reading the times, sharing ideas, and serving as a thoughtful companion through books.

玄岩社

1945年, 在喜迎解放到来的同时, 玄岩社也开始书写自己的历史。玄岩社坚信普及用韩文写成的书籍也是一种报效祖国的方法。因此, 凭借《建国公论》这一创刊杂志走上了出版这条道路。在那个混乱的年代, 玄岩社期望可以通过书籍照亮民族发展的前路。1959年起, 玄岩社坚持每年出版韩国最早的《法典》, 一步步发展成为了兼顾实用性和教育性的出版社。玄岩社还陆续出版了以现代视角重新诠释东西方古籍经典的《玄岩新书》, 以及朴木月、朴景利、李御宁等多位文人的著作, 夯实了韩国出版文化的基础。不仅如此, 玄岩社致力于出版不同领



Source_Hyeonamsa blog

域的优秀图书, 力求与时代共同发展。特别是20世纪60年代, 玄岩社出版了金耀燮的《飞象》, 开辟了韩国儿童文学的新天地。此后又凭借《玄岩儿童文库》等不断扩大儿童出版的基础。创业者信奉“信义和诚实”这一出版哲学, 此后的三代人不忘初心, 让这一信念代代相传, 在“共同生活, 共同阅读”的价值指导下, 向百年出版这一梦想不断迈进。如今, 玄岩社仍然是我们的良师益友, 每天陪伴在我们身边, 用书阅读时代, 用书分享知识和思想。

Preparing for the Evolving Mobility Landscape with Innovative Technology

2025 MOBILITY BUSINESS DIVISION SEMINAR FOR NEXT-GENERATION LEADERS

The Mobility Business Division at NOROO PAINT held a two-day seminar on February 21 for the next generation of leaders at its partner automotive refinishing dealerships. Held at the Take Hotel in Gwangmyeong, the seminar gathered more than 40 attendees, including Division Head Lee Sang-Hoon and next-gen managers from across the country. The participants exchanged insights and strategies for navigating the present and future of the automotive refinishing market.

进化的出行方式以创新技术做好准备

2025汽车业务本部新一代经营人研讨会

2月21日, NOROO涂料汽车业务本部面向汽车修补漆特约店的新一代经营人, 开展了为期两天一夜的“汽车修补漆市场战略研讨会”。本届研讨会的举办地点是光明TAKE酒店。汽车业务本部本部长潘永勋和全韩国新一代经营人等40余人出席了研讨会。席间, 与会人员就当前和未来的汽车修补漆市场环境分享了各种信息和对策。



SEEKING OPPORTUNITIES AMID MARKET CHANGES

The automotive refinishing market is facing rapid transformation, driven by advances in technology and tightening environmental regulations. As autonomous driving and advanced driver assistance systems (ADAS) technologies reduce minor collisions, demand for refinishing services is expected to decrease. The rise of ride-sharing services and the resulting drop in individual car ownership are also expected to shrink the market. But NOROO PAINT sees opportunity in these changes. There is always room for innovation and growth, from the transition

to eco-friendly water-based paints prompted by environmental policies to the growing demand for luxury vehicle customization, second-hand car restoration, and refinishing solutions tailored to EVs. The Mobility Business Division is actively pursuing these opportunities through new product development and strategic partnerships, setting the stage for future revenue streams. The automotive refinishing market strategy seminar showcased in-depth details about the division's pursuits and provided a chance to hear direct on-site feedback directly from the next generation of business leaders.



FROM PRACTICAL LABOR LAW TO TECHNICAL TRAINING

The first day of the seminar began with a welcoming speech from the Division Head, followed by a practical labor law lecture led by labor attorney Cho Hyun-jin. As recent legal revisions may impact dealership operations, the session offered guidance on staying compliant and managing workforce challenges. Next was a lecture by stress

市场的变化, 寻找机会

近期, 汽车修补漆市场受技术发展和日益严格的环境法规影响, 正在面临多方面的变化。一方面, 随着自动驾驶技术、ADAS(高级驾驶辅助系统)等技术的发展, 碰撞事故减少, 汽车修补涂装的需求也随之降低。另一方面, 随着共享汽车服务的普及, 私家车数量减少, 预计汽车维修市场本身也将萎缩。但是, 考虑到在依据环境部规制从原有的油性漆向水性漆转型的过程中, 必然少不了对新产品和新技术的需求。再加上车辆的高端化和定制化趋势、二手车市场活跃带来的车辆外观修补的重要性, 以及电动汽车普及引发的变化等, 市场依然蕴含大量发展机会。NOROO涂料汽车业务本部通过签署各种MOU和新产品研发, 积极寻找机会, 力求创造新收益。本届“汽车修补漆市场战略研讨会”的重点是详细介绍相关活动, 近距离倾听新一代经营人来自工作一线的反馈。



management expert Ryu Jong-hyung, who discussed communication and leadership techniques based on Sasang typology. He shared practical strategies tailored to individual personality types and addressed conflict resolution within teams. The seminar began at 1:30 PM and continued into the evening with a shared dinner. NOROO PAINT staff and participants had an opportunity to exchange ideas, concerns, and business insights in a relaxed setting.

The second day began with a Q&A session focused on introducing new products. NOROO PAINT's Mobility Business Division announced its commitment to creating new growth opportunities by focusing on high-efficiency products that reduce work time, high-margin products that boost profitability, and new business ventures. The division introduced several ongoing initiatives, including the WaterQ F/P (Factory Package) set, which simplifies color chip updates and tinting processes, as well as strategic partnerships with Aftermarket and a company specializing in paint protection film (PPF). The staff also unveiled plans to roll out tiered training programs in automotive refinishing and launch skills competitions with exclusive benefits for winners, encouraging participation from partners.

INNOVATIVE TECHNOLOGIES DRIVING THE FUTURE

Park Hyun-sang, Deputy Manager of Mobility Technology Team 2, led the session, introducing new products released since the second half of last year. He drew participants' attention by presenting NOROO's innovations, including the E-VHS Hybrid Clear—a high-solids, low-viscosity clearcoat offering exceptional application performance and excellent pinhole resistance even in summer conditions—the Wet-on-Wet F/P Waterborne Lineup, designed to dramatically enhance workflow efficiency, and the Low-Temperature Hardening Clearcoat, which is ideal for EV repair due to its ability to dry at 40°C in 30 minutes. Baek Seung-jae, Manager of Mobility Technology Team 4, gave a live demo, using a torch to highlight NOROO PAINT's outstanding flame-retardant and insulation performance. This test demonstrated the product's ability



to delay combustion of batteries in the event of EV fires. He also introduced Peelable Paint—a Type 1 protective coating based on polysiloxane—suggesting its use for safeguarding heavy equipment stored outdoors for extended periods.

The Mobility Division dedicated considerable effort to ensure this seminar delivered timely, practical value, showcasing technologies that align with current market demands and future-oriented trends. Yoon Yoon-soo, Deputy Manager of the Mobility Technology 1 Team, stated, “We wanted to make the product introductions more engaging, especially for our next-gen leaders, so we used video clips. We'll keep improving these sessions going forward.” Team Leader Jang Se-il from Mobility Team 1 also expressed gratitude, saying, “We’re thankful to everyone who took the time to attend.”

This seminar was a meeting point between NOROO PAINT's commitment to leading the market by bringing innovative technologies to the field ahead of anyone else and the pioneering spirit of next-generation leaders. Through this gathering, partnerships have grown stronger, raising expectations for a brighter future in the automotive refinishing market.

从《劳动法》实务操作到专业培训

研讨会第一天, 首先由业务本部本部长致辞, 然后由劳务师赵玟振讲解《劳动法》实务操作。《劳动法》修订可能会导致特约店面临各种劳动问题, 为此特别提供应对方案。《劳动法》课程结束后, 压力管理专家柳宗衡讲师带来了以四象体质为基础的沟通与领导力讲座。该讲座基于四象体质理论, 介绍了符合个人特性的高效沟通方法和领导力战略, 并讲解了如何防范和解决组织内部的冲突。研讨会从下午1点半开始, 大家还一起共进了晚餐。NOROO涂料的员工和与会人员相互分享了创意和经验, 还聆听了彼此在经营方面遇到的困难和难题。

第二天是围绕新产品介绍进行问答的时间。NOROO涂料汽车业务本部表示, 未来将重点关注缩短作业时间的产品、提高收益的高利润产品和新业务项目, 创造增长机会。随后, NOROO涂料汽车业务本部又介绍了目前正在进行中的业务, 例如WATER Q F/P (Factory Package) 套件化, 这一套件有助于简化色彩芯片更新和调色步骤; 与汽车售后市场及PPF (Paint Protection Film) 专业公司之间的业务合作等。今后, NOROO涂料汽车业务本部计划按等级制实施汽车维修涂装相关培训, 通过举行技能大赛的方式提供特别优惠奖励, 并鼓励大家多多参与。

面向未来的创新技术

随后, 汽车技术2组的朴贤尚次长正式介绍了自2024年下半年起推出的新产品。包括E-VHS混合清漆, 这款产品具有高含量的固体粉末, 且粘度低、操作性极佳, 特别是夏季的抗针孔性能出色; Wet-on-Wet F/P系列产品, 是可以大幅提高工作效率的水性涂料; 低温固化型清漆, 采用40°C X 30分钟干燥方式, 有效防止电池暴露于高温环境下, 非常适合电动汽车修补。所有产品受到了与会人员的高度关注。汽车技术4组的白承宰部长亲自上阵, 用喷灯靠近样品, 让火焰与样品直接接触, 从而直观地展示了NOROO涂料卓越的阻燃和绝缘性能。将这一技术应用于电动汽车, 可以在车辆发生火灾时有效延迟时间。此外, 研讨会上还介绍了以Polysiloxane为主要成分的单组分保护涂层剂——填充涂料。这一涂料可以用于保护需要长时间在户外存放的重型设备。

为了在本届研讨会上介绍满足当前市场需求的新产品和未来型新技术, 汽车业务本部可谓是付出了极大的心血。汽车技术1组的尹允秀次长借助视频, 更加生动有趣地向新一代经营人展示了自己介绍的内容。他表示下次会更加努力准备, 以便更好地与大家交流。而汽车技术1组的张世一组长则对到场的人员表达了感谢之情。

面对快速变化的市场环境, 为了在速度上抢占先机, NOROO涂料力求第一时间把创新技术引入工作一线。NOROO涂料的这一意志与新一代经营人的挑战精神在本届研讨会上碰撞出了火花。这次见面使得双方的合作伙伴关系变得更加紧密, 明天的汽车修补市场定会更加光明, 未来可期。



Chun Ye-jin, General Manager
at Woochang Paint

“This was my second year attending, and I could definitely see the upgrades. I was particularly interested in the new economical clearcoat. Our partnership with NOROO goes back 20 years to my parents’ generation, and I believe we’ll continue to thrive together.”



Lee Ji-geun, Manager
at Myungsung Chemical

“The seminar was full of practical takeaways. NOROO’s existing product range is already excellent, and the new additions look very promising. I’m especially interested in the Ultra-Fine Series. NOROO has always been a market leader through innovation It’s going to be a tough year, but I believe we’ll grow together through a strong partnership.”



Kwon Seok-jun, Manager
at NOROO PAINT Hwaseong Branch

“The sessions were engaging and helpful. The E-VHS clearcoat stands out with its great quality and affordable price. Our workshop team tested it and gave it a thumbs-up. The automotive refinishing market may be uncertain, but I’m counting on NOROO to bring effective new business solutions.”



Shin Kwang-hyun, Manager
at MK Chemicals

“I really enjoyed the session on Sasang typology, and the Wet-on-Wet product was a highlight for me. It looked like a real time-saver for our teams. I learned so much about the new lineup. I’m excited to see what NOROO comes up with next.”

Meeting Tomorrow Today: New Technology & Product Exhibition

NOROO GROUP'S 2025 CHEMICAL BUSINESS NEW TECHNOLOGY & PRODUCT EXHIBITION

NOROO Group held the 2025 NOROO Group Chemical Business New Technology & Product Exhibition at NOROO Paint & Coatings Anyang R&D Center on April 17. The exhibition, which was held simultaneously both online and offline under three themes—Innovative Material Technology, Future Growth Engine Technology, and Market-Leading Technology—provided an opportunity to reaffirm NOROO's advanced technological capabilities.

预见明天, 新技术/新产品展示会

2025年NOROO集团化学事业新技术/新产品展示会

4月17日, NOROO集团在NOROO涂料安养研究所举办了“2025年NOROO集团化学事业新技术/新产品展示会”。本次展示会采用线上线下联动方式进行。通过三大主题, 即创新材料技术、未来增长动力技术、市场主导技术, 再次证明了NOROO的领先技术。



A STAGE SHOWCASING TECHNOLOGY UNDER THREE THEMES

Jidamteo Hall on the second floor of Building A at NOROO Paint & Coatings Anyang R&D Center was transformed into an exhibition space. Starting with large monitors installed at the entrance, the interior featured various explanations and samples illuminated by lighting that caught visitors' attention.

“NOROO Chemical Group has previously held offline exhibitions for new technologies and products, but when we switched to virtual event during the COVID-19 pandemic, we were able to develop capacity to hold online exhibitions as well. This year, which marks NOROO Group's 80th anniversary, we prepared a hybrid event held both online and offline. We introduced technologies and products in an effective way under three themes: Innovative Material Technology, which represents core materials of new economy that surpass existing limitations; Future Growth Engine Technology, which will drive NOROO Chemical Group's new growth; and Market-Leading Technology, which aims to secure market leadership through research and development focused on creating customer value.”

Following the explanation by Bang Yang-kook, Director of the R&D Center of NOROO Paint & Coatings, the first item visitors encounter in the exhibition is the “Hydrogen Fuel Cell Fluorine Tape,” a NOROO Paint & Coatings product in the Innovative Material Technology section. Kim Hyun-suk, Manager of NOROO Paint & Coatings' Material Team 3, confidently explained, “This is one of the products our R&D Center is particularly proud of. It is a tape that provides stability to hydrogen fuel cells and can replace existing foreign products. Hydrogen fuel cells produce electricity by converting natural gas into hydrogen, and the only byproduct of this process is warm water, making it extremely environmentally friendly. NOROO Paint & Coatings' participation in Inter-Battery two years ago was the catalyst for starting this development.”

三大主题展现技术舞台

位于NOROO涂料安养研究所A栋2楼的交流空间变身为了展示会场。一走进展示会场, 首先映入眼帘的是入口处的超大屏幕。而会场内部比平时看上去更加明亮, 各种说明和样品吸引着大家的目光。

“NOROO化学事业部开设新技术新产品线下展已经有一段时间了。新冠疫情期间, 改为线上, 从而积累了线上办展的经验。2025年恰逢NOROO集团成立80周年, 我们就准备了这场线上线下双模式展会。并且通过三大主题有效介绍了技术和产品。三个主题分别是‘创新材料技术’, 即突破原有局限性的新经济核心材料新技术; ‘未来增长动力技术’, 即推动NOROO化学事业新增长的源动力; ‘市场主导技术’, 即通过以创造客户价值为目标研发抢占市场。”

跟着NOROO涂料研究所所长房洋国的解说走进展会, 最先看到的就是NOROO涂料的创新材料技术类产品——氢燃料电池氟胶带。NOROO涂料材料3组科长金炫奭对这一产品进行了补充说明, 他称:“这是NOROO涂料研究所引以为傲的产品之一。这款胶带可以有效保持氢燃料电池的稳定性, 替代目前使用的进口产品。氢燃料电池可以将氢气转化为动力, 输出电能。而这一过程唯一的副产品只有热水, 非常环保。这要得益于NOROO涂料于2023年参加的韩国首尔电池储能展览会(Inter Battery), 正是这场展览成为了我们研发这一产品的契机。”除了这款产品, 另一项创新材料技术的代表产品是隐身涂料(RAM-1500)。这款特殊涂料可以凭借出色的电磁波吸收力躲避雷达探测。NOROO涂料M组次长李真宇骄傲地介绍说:“这是韩国唯一一款获得国防科学研究所认证的产品。K-国防前景广阔, NOROO拥有专项特殊涂料技术, 想必会在市场上得到更多青睐。”

NOROO人对产品的自豪感和自信心在NOROO R&C研究开发1组科长申秦燮的介绍中也体现得淋漓尽致。他介绍了“未来增长动力技术”的“低VOC高固体分丙烯酸树脂”。他称:“这款产品的有机溶剂含量远低于现有涂料, 可以有效降低大气中的VOC排放, 而且作



Another flagship product under the theme of Innovative Material Technology is the stealth coating (RAM-1500), a special paint that allows objects to avoid radar detection through its excellent radar wave absorption performance. Lee Jin-woo, Senior Manager of NOROO Paint & Coatings’ M Team, stated, “This is the only Korean product certified by the Agency for Defense Development. As K-defense industry is expected to grow further, we believe NOROO, with its specialized coating technology, will be able to increase its appeal in the market.”

Pride and confidence in the product were also evident in the introduction of “Low VOC High-Solid Acrylic Resin” in the Future Growth Engine Technology section by Shin Jin-sub, Manager of NOROO R&C’s Research and Development Team 1. “This product uses significantly less organic solvent than conventional coatings, reducing VOC emissions and enabling coating with less material in a shorter time. Since environmental sustainability is the biggest issue in the market, we plan to focus our development in this direction.” Efficiency is also key in the Market-Leading Technology section. The representative product under this theme, “Eco-friendly Wet-on-Wet F/P System,” significantly improves work efficiency. “We’ve developed a process that allows for one-time drying after the final coating, eliminating the intermediate drying steps in the traditional three-stage coating and drying process for automotive refinish basecoats. This increases work efficiency and greatly reduces operator fatigue,” explained Lim Won-bae, Senior Manager of NOROO Paint & Coatings’ Mobility Technology Team 2. “We plan to launch it in early May and are looking forward to the market response. We will continue to develop better products by reflecting market demands.”

While the representatives provided explanations, many NOROO employees visited the exhibition to examine the 13 displayed products and engage in questions and discussions. The exhibition hall shed light on NOROO’s technological prowess and highlighted the dedicated efforts of the NOROO team members who made it possible.

CONNECTING INNOVATION, GROWTH, AND MARKET TO OPEN THE FUTURE

“NOROO, which has contributed to industrial development through continuous innovation and technological advancement, invites you to the New Technology & Product Exhibition that will present our vision for the future.” The clear voice of Bang Yang-kook, Director of the R&D Center of NOROO Paint & Coatings, narrated



over a video showcasing NOROO’s history. This is the online exhibition video made public on April 14, preceding the offline exhibition. In the video, a total of 25 new technologies and products were explained in detail, taking advantage of the temporal and spatial freedom of the online format. The Innovative Material Technology (Products) section featured a total of eight items: four from NOROO Paint & Coatings (“NRP”), three from NOROO Auto Coatings (“NAC”), and one from NOROO R&C (“NRC”). The Future Growth Engine Technology (Products) section presented eight items: three from NRP, two from NAC, two from NOROO Coil Coatings (“NCC”), and one from NRC. The Market-Leading



Technology (Products) section showcased nine items: six from NRP, one from NAC, one from NCC, and one from NRC. The product introduction videos, created using AI technology, were produced with vibrant presentation that maintained focus throughout the nearly 40-minute duration. Following the online exhibition via video, interactive online communication sessions open to all NOROO employees were held on the mornings of April 15 and 16, providing opportunities to enhance understanding of the products and explore them in greater depth.

This exhibition, conducted simultaneously online and offline with increased opportunities for communication, became a platform for capturing ideas from each other’s technologies and discovering sales points in the market. Above all, the shared experience of witnessing the technologies and products refined over time has created a collective sense of pride that will serve as a springboard to leap into the unknown future. In this light-filled exhibition hall, we dream of NOROO’s even brighter tomorrow.

业时间更短, 涂装用量更少。环保是当前市场最大的热点, 我们今后的研发将继续聚焦环保。”第三个主题“市场主导技术”的关键同样是效率。代表产品“环保Wet-on-Wet F/P System”在提高作业效率方面具有显著优势。“现有的汽车修补底漆要刷三次, 每刷一次还要等待底漆完全干燥。而这款新产品不仅优化了涂装次数, 还省去了中间的干燥工艺, 只需在最终涂装后干燥一次即可。提升作业效率的同时, 大幅降低了作业人员的工作量。”NOROO涂料移动出行技术2组次长林元倍眼中充满了期待, “这款产品计划于5月初上市, 我们很期待市场的反应。今后, 我们会继续紧跟市场需求, 开发更好的产品。”

在负责人说明期间, 很多NOROO人走进展会, 一边参观13款产品, 一边进行提问, 分享自己的观点。展会现场就像一个灯光璀璨的舞台, 彰显NOROO技术的同时, 也照亮了NOROO人为此付出的努力。

连接创新、增长与市场, 开创未来

“NOROO始终坚持以创新和技术开发推动产业发展, 诚邀您走进擘画未来愿景的新技术新产品展示会。”在展现NOROO历史的视频中, 响起了NOROO涂料研究所所长房洋国清脆的声音。这是在线下展正式开放前, 于4月14日与大众见面的线上展视频。鉴于线上展不受时间和空间限制这一优势, 展览视频详细地介绍了25款新技术和新产品。其中包括8项创新材料技术(产品), 分别是NOROO涂料(以下简称“NRP”)4项、NOROO汽车涂料(以下简称“NAC”) 3项和NOROO特种树脂(以下简称“NRC”)1项;8项未来增长动力技术(产品), 分别是NRP 3项、NAC 2项、NOROO卷钢涂料(以下简称“NCC”)2项、NRC 1项;市场主导技术9项, NRP 6项、NAC 1项、NCC 1项、NRC 1项。基于人工智能技术制作的产品简介视频动感十足, 虽然片长将近40分钟, 但每一帧都让人沉浸其中。继线上展视频后, 4月15日和16日的上午, 又开展了线上双向交流

活动, NOROO人全员参与其中, 增进自身对产品理解的同时, 进一步深入探索产品世界。

本次展示采用线上线下联动方式进行, 促进了交流。让与会人员有机会从彼此的技术中捕捉灵感, 发现市场卖点。最重要的是, 所有人亲眼见证了经过不断打磨的技术和产品, 对NOROO的自豪感将成为再一次跃升至未知未来的跳板。身处璀璨生辉的展会现场, 眼前看到的是NOROO更加星光熠熠的明天。



Drawing Lines and Capturing Colors to Bloom Flowers

THE FLOWER OF ART NOUVEAU: ORIGINAL ARTWORKS OF ALPHONSE MUCHA WITH NOROO PAINT

At the center of Art Nouveau, which captivated all of Europe at the boundary between art and design in the late 19th and early 20th centuries, was Alphonse Mucha. Currently, a large-scale retrospective exhibition of Mucha's original artworks, titled The Flower of Art Nouveau : Original Artworks of Alphonse Mucha, is being held at MY ART MUSEUM in Gangnam-gu, Seoul. Mucha's artistic world, which captured his ideals and the zeitgeist through his distinctive beautiful lines and colors, remains elegant and romantic even today. NOROO's SOON & SOO All Cover Paint has decorated this world with delicate colors, further expanding Mucha's unique aesthetic sensibility.



勾勒线条、填充色彩, 繁花怒放

《阿尔丰斯·穆夏:新艺术之花》与 NOROO涂料

19世纪末20世纪初, 在艺术和设计的交界处掀起的“新艺术运动”席卷了整个欧洲, 而阿尔丰斯·穆夏就站在这场运动的中心。近期, 首尔江南MY ART MUSEUM正在举办大规模的穆夏回顾展——阿尔丰斯·穆夏:新艺术之花, 现场可以看到穆夏的原版画作。穆夏用独特的美丽线条和色彩向世人展现自己的理想和时代精神。哪怕是在今天看来, 穆夏的艺术世界依然优雅、浪漫。NOROO的纯&秀All cover涂料凭借精致的色彩, 装点着穆夏的世界, 让穆夏原本的美更加大放异彩。

NEW ART, MUCHA'S ART NOUVEAU

Alphonse Mucha, a Czech painter and designer, established himself as a leader of the Art Nouveau movement in Paris through various commercial designs including theater posters, illustrations, advertisements, and decorative panels. Art Nouveau, meaning “new art” in French, was a genre that broke away from traditional classical art, merged with industry, and became closer to the public. Born in response to the rapid changes in politics, society, and technology during this period, Art Nouveau had a significant influence on graphic arts, decorative arts, and architecture. Mucha, in particular, made abundant use of curves inspired by nature and patterns derived from Slavic ethnic motifs, creating a unique beauty that blended simplicity with splendor, thereby etching his name in art history as a representative of Art Nouveau.

The process by which he gained popularity reads like a novel, adding glamour to his fame. While working as an illustrator, he happened to create a theater poster for the famous actress Sarah Bernhardt, which became immensely popular and instantly elevated him to the ranks of famous artists. However, even after gaining fame, he did not merely pursue success but achieved a timeless beauty by incorporating moral ideals and spiritual messages into his works. The exhibition illuminates this entire process, leading viewers beyond appreciation of the works to an understanding of the artist. NOROO PAINT enhances the space with color,



intensifying the emotion of the works and guiding visitors deeply into the artist's inner world.

CLOSER AND CLOSER, TO THE STREETS AND TO THE HOMELAND

Part 1 of the exhibition, titled The Brush Handed by the Muse, the Legend Drawn by the Painter, opens with posters featuring Sarah Bernhardt, centering on the Gismonda theater poster that rapidly made Mucha's name known. Here, NOROO MD 6027 Cinnamon Red serves as a background, solemn like a stage curtain, helping visitors imagine the theatrical performances depicted in the posters. In Part 2, The Flower of Art Nouveau, the exhibition shows how Mucha turned city streets into outdoor art galleries through advertising posters after the great success of Gismonda. His works, which were so popular that people would tear down and take the posters, expanded the scope of art through a new form called decorative panels, making art accessible to the general public. The advertising posters for tobacco, champagne, and other products introduced in this section elegantly reveal their innovative beauty against the dignified silvery green of NOROO MD 6027 Marshland and the lavender of NU 4005 Smoked Mauve, and more vividly against the exotic contrast of NOROO MD 5124 Botanic Green and MD 6088 Canary Green. The actual products displayed throughout the exhibition hall are still attractive enough to arouse the desire to purchase them even today.

Part 3, Mucha Odyssey, highlights his philosophy and artistic and spiritual ideals as he expanded his international fame—gained at the 1900 Paris Exposition—to America and his homeland, the Czech Republic. Throughout this flow, the background color NOROO MD 6178 Summer Boom harmonizes with the works, feeling like the gradually brightening sky of his homeland. Part 4, Slavs and the Painter, introduces banknotes, stamps, and stained glass works he created for his homeland and the Slavic people after returning to the Czech Republic. The Slav Epic, undertaken during this period and remaining a cultural pride of the Czech Republic and a monumental work, is arranged as a video presentation at the final section of the exhibition.



PAINTINGS FOR THE PEOPLE, EMBRACED BY COLOR

This is not the first time MY ART MUSEUM has held an Alphonse Mucha exhibition. To commemorate its 5th anniversary, the museum reopened the Alphonse Mucha exhibition that was its inaugural exhibition. Alphonse Mucha is indeed a great artist who has greatly influenced contemporary art and design and remains beloved by the public today. His paintings, regarded as beautiful works at first glance, reveal a meticulous study of beauty and a deep affection for humanity upon closer inspection. "I prefer to be someone who makes pictures for people, rather than who creates art for art's sake," said Alphonse Mucha. His heart, directed toward more people and his homeland, lives and breathes in this exhibition, enveloped by NOROO's colors. Let us experience the fragrance of Art Nouveau, a flower that has bloomed through lines and colors.

新艺术, 穆夏的Art Nouveau

阿尔丰斯·穆夏是捷克画家兼设计师, 通过在巴黎完成的剧场海报、插画、广告、装饰图案等各种商业设计, 成为了新艺术运动先驱。“Art Nouveau”是法语, 意思是“新艺术”。这种全新的艺术形式脱离了传统古典主义艺术, 与工业融合, 拉近了艺术与大众之间的距离。当时, 无论是政治、社会、还是技术都处于飞速发展阶段。应运而生



的新艺术对图形艺术、装饰艺术、建筑等产生了极大的影响。穆夏特别擅长使用以自然为素材的曲线, 同时大量使用极具斯拉夫民族特色的图案, 形成了朴素与华丽相融合的独特审美。正因如此, 穆夏被评为新艺术代表艺术家, 在艺术史上留下了浓墨重彩的一笔。

穆夏的成名过程就像一部小说, 在荣耀之外又多了一份璀璨。他本是一位插画家, 一次偶然的机会, 获得了为著名演员莎拉·伯恩哈特的话剧绘制海报的工作。这张海报引起了轰动, 使穆夏一夜成名。成名后的穆夏并没有迷失自己, 而是继续通过作品传播道德理想和精神信息,

从而形成了超越时代之美。本次展览旨在重现其艺术之路, 让参观者在欣赏作品的基础上, 真正了解作家。NOROO涂料肩负展览空间色彩的重任, 突出作品感性的同时, 引领参观者走进穆夏的内心深处。

街头、祖国, 再近一点

展览的开场, 即第一部分的主题是“缪斯递来的画笔, 画家绘制的传说”。这部分展览以让穆夏一夜成名的话剧《吉斯蒙达》的海报为中心, 展出多幅由莎拉·伯恩哈特主演的话剧海报。这部分的背景色是NORO MD 6027 Cinnamon Red, 如同舞台幕布一般庄重, 仿佛真实上演了海报上的话剧。第二部分的主题是“新艺术之花”, 展现了穆夏在《吉斯蒙达》大获成功后, 通过广告海报把城市街头装扮成露天美术馆的过程。当时张贴在大街小巷的海报一不注意就会被人拿走, 从这种疯狂的举动足以看出穆夏的知名度。他的作品通过“装饰板”这一新形态拓宽了艺术领域, 为普通大众提供了接触艺术的机会。在这一板块介绍的香烟、香槟等广告海报在NOROO MD 6027 Marshland的气质银绿色和NU 4005 Smoked Mauve淡紫色的衬托下, 创新之美更显优雅, 而NOROO MD 5124 Botanic Green和MD 6088 Canary Green的异国情调形成了更加鲜明的对比。展厅各个角落里陈列的实际商品魅力不减, 直到今天依然能够轻松激发人们的购买欲。

第三部分的主题是“穆夏奥德赛”。穆夏在经过1900年巴黎万国博览会后享誉全球, 这一板块主要介绍其传播至美国 and 祖国捷克的哲学、艺术和精神理想。为了展现这一过程, 背景色特别选用NOROO MD 6178 Summer Boom。这一色彩很好地与作品交融, 仿佛祖国天空逐渐明朗的光辉。第四部分的主题是“斯拉夫与画家”, 主要介绍穆夏回到捷克后, 为自己的祖国和斯拉夫民族创作的纸币、邮票和彩绘玻璃作品等。参观最后, 还可以通过影像欣赏到穆夏在这一时期完成的作品《斯拉夫史诗》。这是捷克的文化之光, 也是里程碑式的作品。

用色彩拥抱为民众绘制的画作

这已经不是MY ART MUSEUM第一次举办阿尔丰斯·穆夏展了。MY ART MUSEUM早在开馆之处, 就选择阿尔丰斯·穆夏的作品进行开馆展。这次恰逢开馆五周年, 再次重现经典。可见, 阿尔丰斯·穆夏是深刻影响现代艺术和设计的巨匠, 也是直到今天依然深受民众喜爱的大家。他的作品, 初看会因“美丽”而让人喜欢。深入了解后, 其对美的缜密研究和对人类的大爱会让人的心久久不能平静。阿尔丰斯·穆夏曾说:“比起为了艺术而艺术, 我更希望成为一名为人类绘画的画家。”穆夏的心里有全人类, 有自己的祖国。NOROO用色彩拥抱他的这颗心, 使他的心在展厅里继续释放生命力。勾勒线条、填充色彩, 繁花怒放, 让我们走进展厅, 一起感受阿尔丰斯的香气吧。



NEWS BRIEFING



NOROO PAINT Appoints Lee Su-min as New CEO

NOROO PAINT & COATINGS.

NOROO PAINT APPOINTS LEE SU-MIN AS NEW CEO

On March 21, NOROO PAINT held its 19th regular shareholders' meeting and appointed Lee Su-min as the new CEO. Born in 1970, Lee Su-min is a NOROO employee who has built a career spanning more than 20 years in finance and planning departments responsible for corporate management. He joined NOROO PAINT in 1996 and was appointed CEO of NOROO Loginet in 2021, demonstrating his leadership and management expertise. In his inaugural address, CEO Lee stated, "I will diversify the company's portfolio by creating new business opportunities," adding, "To respond flexibly to the rapidly changing market environment and economic conditions, I will prioritize thorough analysis and proactive measures to ensure stable growth and sustainable management." With the appointment of a young leader born in 1970, NOROO PAINT aims to overcome the economic downturn by enhancing organizational flexibility through systematic improvement and strengthening operational execution.

NOROO涂料股份有限公司

NOROO涂料任命李秀敏为新任代表理事

3月21日, NOROO涂料召开第19届定期股东大会, 任命李秀敏为新任代表理事。李秀敏出生于1970年, 1996年入职NOROO涂料, 在负责企业经营的财务和企划部门积累了20余年的工作经验, 是NOROO的资深成员, 2021年被任命为NOROO物流的CEO, 展现了其卓越的领导力和管理能力。李秀敏在就职讲话中表示, "将创造全新业务机会, 推动公司产品多元化", "为灵活应对快速变化的市场环境和经济形势, 将优先进行全面分析并制定应对措施, 以实现稳定增长和可持续经营"。NOROO涂料任命1970年出生的年轻领导者担任CEO是出于未来规划的考虑, 计划通过改进企业结构确保组织灵活性, 并通过强化以实务为中心的运营来克服经济不景气带来的影响。



Launch of Official Online Store and New B2C Brand, "NOROOWA"

LAUNCH OF OFFICIAL ONLINE STORE AND NEW B2C BRAND, "NOROOWA"

NOROO PAINT has launched its official online store, NOROO PAINT Mall (smartstore.naver.com/noroopaintmall), enabling customers to easily purchase a wide range of products, from paint to accessories, thereby expanding its customer engagement. The online store enhances user experience by providing clear, detailed product information and visuals, and features a same-day shipping system for orders placed before 1 PM, allowing for faster delivery. Beyond sales, the platform offers helpful content on paint usage and maintenance, such as guidance on leftover paint disposal and proper storage of water-based paint based on seasonal temperatures. Through these efforts, NOROO PAINT intends to position NOROO PAINT Mall as its primary platform—both as a communication channel to convey the brand's philosophy and values, and as a space for customers to experience its products. Along this launch, NOROO PAINT introduced its first B2C brand, NOROOWA, via the online store. NOROOWA is designed to promote a beautiful and healthy lifestyle, space, and environment, inspired by the idea that beauty and wellness begin from small elements of daily life. To celebrate the online store opening and brand launch, NOROO PAINT held various events, including a promotional discounts on NOROOWA ROLLER PAINT products. A NOROO PAINT representative said, "We expect to expand our customer engagement through the NOROO PAINT Mall and the NOROOWA brand. As Korea's leading paint company with an 80-year legacy, we will continue working to enhance customer satisfaction."

推出线上官方商城“NOROO官方商城”和全新B2C品牌“NOROOWA”

为扩大客户接触点, NOROO涂料全新推出了线上官方商城“NOROO官方商城 (smartstore.naver.com/noroopaintmall)”, 消费者可以便捷购买涂料、配件等各类产品。该官方商城提供更大更清晰的产品图片和信息, 提升了用户便利性, 同时建



Launch of "High-Temperature, High-Pressure Urea Equipment," Enhancing Lightweight Design and Cost-Effectiveness

立下午1点前订单保证当日配送的系统, 快速将商品送到消费者手中。除销售产品外, 还提供包括剩余涂料的处理方法、受冬夏季温度影响的水溶性漆保管方法等各种信息, 帮助客户更高效地使用和管理涂料。通过上述活动, 将“NOROO官方商城”打造成NOROO涂料的主要平台, 使其成为向客户传递品牌哲学和价值、方便客户体验产品的沟通窗口。与此同时, NOROO涂料通过官方商城首次推出了B2C品牌“NOROOWA”。“NOROOWA”致力于打造美丽健康的生活空间环境, 其灵感来源于日常生活中点点滴滴的美好与健康。为纪念官方商城开业及新品牌上市, NOROO涂料举行了多种活动, 其中包括“NOROOWA” 辊涂涂料折扣活动。NOROO涂料相关人士表示:“期待能够通过此次上线的NOROO官方商城和新品牌‘NOROOWA’扩大与客户的接触点。作为拥有80年历史的韩国代表性涂料企业, 我们今后将继续努力, 提高客户满意度。”

LAUNCH OF "HIGH-TEMPERATURE, HIGH-PRESSURE UREA EQUIPMENT," ENHANCING LIGHTWEIGHT DESIGN AND COST-EFFECTIVENESS

Waterproofing construction is a fundamental process in preventing building leaks and deterioration. Among the various methods, urea construction offers superior durability, water resistance, and elongation compared to urethane, resulting in longer maintenance intervals after installation. However, widespread adoption has been limited due to the high cost, typically requiring tens of millions of won, and the need for high-voltage power, restricting its use to large-scale construction sites. To address these challenges, NOROO PAINT has launched the Protech N-10HP, a high-temperature, high-pressure urea equipment that offers both a lightweight design and cost-effectiveness. This new model weighs just 72 kg—approximately half the weight of standard urea coating equipment—enhancing user portability and enabling easy movement and use across everything from low- to high-rise buildings without site limitations. It also uses 220 V household voltage

for greater convenience and delivers performance comparable to larger equipment, with excellent pressure and discharge volume—offering the significant advantage of efficiently covering large areas in a short time. Thanks to its versatility and mobility, the Protech N-10HP can be used on various surfaces, ranging from parking lots and rooftops to walls and floors, and is suitable for all sites requiring indoor and outdoor urea waterproofing construction. A NOROO PAINT representative stated, "We focused on achieving a lightweight design and user-friendly features compared to existing equipment to meet various field requirements. We will continue to lead the market with innovative products."

推出轻量化、高性价比的“高温高压尿素专用设备”

防水施工是防止建筑物渗漏和老化的最基本工程。其中, 尿素施工的优点是比聚氨酯具有更卓越的耐久性、防水性和伸张率, 施工后维持时间更长。但是此前因设备价格高达数千万韩元且对电压要求较高而导致使用条件受限, 只能用于大型工地。为解决这一问题, NOROO涂料推出了可同时满足尿素施工流程轻量化和高性价比需求的“高温高压尿素专用设备 (PROTECH N-10HP)”。此次推出的新产品重量仅为72公斤, 相当于普通尿素喷涂设备重量的一半, 大幅提高了用户便携性, 不受场地限制, 可以在低层和高层建筑中轻松移动使用。此外, 该设备采用220V家用电压, 进一步提高了便利性, 具有与大型设备同等水平的优秀压力和喷射量等性能, 能在短时间内大面积施工也是一大优势。PROTECH N-10HP凭借通用性和便利性, 可以用于停车场、屋顶等墙面和地面等多种表面, 适用于室内外所有需要尿素防水施工的工地。NOROO涂料相关人士表示:“为应对工地的各种需求, 与现有设备相比, 我们重点关注轻量化和便捷的实用性。今后也将通过创新产品引领市场发展。”

NEWS BRIEFING



Eco-Friendly Paint Sponsorship for Beak Jung-ki's Exhibition at Arario Museum, "is of"

ECO-FRIENDLY PAINT SPONSORSHIP FOR JUNGKI BEAK'S EXHIBITION AT ARARIO MUSEUM, "IS OF"

In April, NOROO PAINT launched a special collaboration blending art and environment by sponsoring eco-friendly paint for artist Beak Jung-ki's solo exhibition, currently being held at Arario Museum. This sponsorship involved applying the eco-friendly paint SOON&SOO ALL COVER to the exhibition space's walls and structures, with an emphasis on color expression and atmospheric enhancement to effectively convey the artist's creative world. In particular, low-VOC (volatile organic compounds) eco-friendly products were used to ensure visitor well-being and foster a pleasant exhibition environment. Artist Beak Jung-ki is a contemporary artist known for his vivid color palette and bold formative language. Since 2007, his work focused on themes of healing, preservation, regeneration, nature, and desire. In this exhibition at Arario Museum, he explores the tension between the finite and the infinite by combining traditional art forms such as photography and sculpture with scientific technologies that block oxygen inflow. NOROO PAINT's refined colors and stable coatings helped maximize the artist's intent visually and enhanced the immersive experience of the exhibition. A NOROO PAINT representative commented, "Paint colors do more than provide a backdrop, they further support the artist's creative expression. We plan to continue various cultural and artistic collaborations to create sustainable exhibition environments in the future."

为阿拉里奥博物馆白丁基展“IS OF”赞助环保涂料

NOROO涂料于4月为在阿拉里奥博物馆举办的白丁基艺术家个人展赞助了环保涂料,实现了艺术与环境相融合的特别合作。此次赞助将环保涂料“纯&秀 All cover”应用于展厅墙面及结构物,将重点放在空间的色彩呈现和氛围营造上,更高效地传达艺术家的作品世界。尤其是考虑到参观者的健康和舒适的展览环境,使用了挥发性有机化合物(VOCs)

低的环保产品。白丁基是以感性色彩和大胆的造型语言而备受瞩目的现代美术艺术家,他自2007年起持续关注治愈、保存、再生、自然、欲望等并以此为主题进行创作。在阿拉里奥博物馆举办的本次展览中,通过将照片、雕塑等传统艺术形式与阻隔氧气流入的科学技术相结合,探究存在有限性和无限性的矛盾关系。NOROO涂料细腻的色彩和高稳定性涂料从视觉角度最大程度呈现艺术家的创作意图,帮助提升整个展览的沉浸感。NOROO涂料相关人士表示:“涂料色彩不仅仅是背景,更能助力艺术家的创意表达。今后我们将继续开展各种文化艺术合作,打造可持续的展览环境。”

COMPLETION OF UNDERGROUND PARKING ENVIRONMENT IMPROVEMENT AT RAEMIAN ANYANG MEGATRIA

NOROO PAINT, in collaboration with Irumi Construction Co., Ltd., has successfully completed environmental improvement work on the underground parking facility at Raemian Anyang Megatria Apartments, which have been in use for over 10 years. Located Manan-gu, Anyang-si, Gyeonggi-do, Raemian Anyang Megatria is a large-scale complex of approximately 4,250 households and part of the premium residential complex under Samsung C&T's brand. The renovation project aimed to improve safety, durability, and overall resident satisfaction by updating the aging parking infrastructure. To create a safe and sustainable environment, NOROO PAINT used eco-friendly, water-based paints certified with both the Environmental Product Declaration (EPD) and the Healthy Building Material (HB Mark) for the parking lot walls. For the flooring, high-hardness coatings with excellent resistance to wear and impact were applied. NOROO PAINT's flooring materials are highly durable against vehicle weight and friction, offering minimal damage from impacts and scratches. The surface is also water- and stain-resistant, making maintenance easy, while built-in anti-slip properties enhance safety for both vehicles and pedestrians. This construction was carried out over six months from last September



Completion of Underground Parking Environment Improvement at Raemian Anyang Megatria

to this March, and despite the challenges due to temperature fluctuations and humidity during winter, it was completed successfully through advanced technology and meticulous project management. Notably, the chairman of the residents' committee and the management office director actively resolved various concerns, including parking and traffic issues affecting residents and visitors. Residents also showed cooperation and understanding, enduring inconveniences with expectations of improved living conditions and asset value. With this collaboration, Irumi Construction Co., Ltd. successfully completed the project. NOROO PAINT's high-quality products contributed significantly to satisfaction with the final construction results. This project demonstrated an environmental improvement construction that proved both the exceptional execution of the contractor and the superior quality of the products used. Apartment representatives and residents commented, "The successful completion was made possible by the efforts of the residents' committee and management team. The parking lot had many issues due to aging, but now it feels clean and pleasant, like those in premium shopping malls or department stores, which is very satisfying." A NOROO PAINT representative added, "We hope this parking lot renovation improves convenience for residents," and concluded, "We will continue to actively pursue various projects aimed at creating sustainable building environments."

完成莱美安安养MEGATRIA地下停车场环境改善工程

NOROO涂料与施工方Irumi建设合作,针对已竣工10年的莱美安安养Megatria公寓,成功完成了地下停车场环境改善工程。莱美安安养Megatria公寓位于京畿道安养市万安区,是由三星物产开发的高端住宅小区,约有4250户入住。该项目旨在翻新老旧的停车场地面,为居民提供舒适的环境,同时提高安全性和耐久性。NOROO涂料采用获得环境产品声明(EPD)认证及环保建筑材料认证(HB标志)的环保水溶性涂料处理墙面,采用耐磨性和耐冲击性优秀的高硬度地板材料处理地面,打造了安全且可持续的环境。NOROO涂料的地板材料具有卓越的物理硬度和性能,能够抵挡住车辆荷重和摩擦,耐久性卓越,不易受到冲击和刮擦。防水性和抗污染性卓越,易于维护,同时具备行人和车辆防滑功能,能够确保安全性。此次地下停车场工程从2024年9月持续至2025年3月,历时6个月完成。尽管冬季气温变化和湿度问题导致施工环境艰难,但仍然凭借高超的技术实力和全面管理顺利完工。尤其值得一提的是,业主代表会议的会长和管理办公室负责人积极解决了各种投诉,其中包括业主和访客的停车及车辆通行问题。业主也期待能提高公寓质量和资产价值,因此对施工带来的不便表示理解并予以积极配合,施工方Irumi建设在业主的通力配合下,圆满完成了此次工程。NOROO涂料的优秀质量提高了施工成果的满意度。此次工程验证了施工方卓越的施工能力和产品质量。公寓业主代表表示:“在业主和管理方的大力配合与努力下,工程得以圆满竣工。原来的停车场因为老旧而多有不便,如今像高档商场或百货商店的停车场一样干净舒适,我们非常满意。”NOROO 涂料相关人士表示:“希望通过此次停车场地面改善工程提高业主停车的便利性。今后我们也将积极推进各种项目,以打造可持续建筑环境。”

NOROO

NOROO Magazine | Vol. 74 (not for sale)

Class: Informational publication(Quarterly) • Registration number: Anyang Ba00022 • Registration date: March 15, 2019
Date of publication: MAY 15, 2025 • Published by: Noroo Holdings Co., Ltd • Publisher: Kang Tae-jun • Editor: Chung Suk-chan
Planning and design: Recommunication Co., Ltd., Noroo Loginet Co., Ltd. • Photo: MAGE Studio • Printed by: Daehan Printech Co., Ltd.
Publishing location: 351, Bakdal-ro, Manan-gu, Anyang-si, Gyeonggi-do • Inquiries: 02-2191-7700