순&수
SOON & SOO

99.99% coverage with one coat

1-touch

ULTIMATE HIDING POWER

SOON & SOO 1-touch



- HIGH COVERING
- COVERS IN ONE COAT
- EXCELLENT DURABILITY
- LOW ODOR

NOROO

NOROO Paint & Coatings

70 years of NOROO Paint technology has created the world's first ONE-COAT paint, the 'SOON&SOO 1-touch'.



- ✓ **It is inconvenient to apply twice or more!**
- ✓ **You are concerned about the construction costs for many work sites!**
- ✓ **You are concerned about the labor costs due to long construction time!**

'SOON&SOO 1-touch' can address all these concerns at once!

Interior designer



Construction time reduction and labor cost savings

'SOON&SOO 1-touch' is one-coat painting system. It reduces the paint amount and saves the total construction time as well as the labor costs.

Professional painter



Easy workability with one coat

A high-quality work can be achieved with just one coat of 'SOON&SOO 1-touch'. It shortens the construction time by reducing the application time by half.

General customers



Quick return to daily life

'SOON&SOO 1-touch' is an eco-friendly paint. It has less-odor after application and allows customers to return to their daily lives or working spaces soon.

Cost reduction effect during application

(* When painting residential indoor spaces)

Size	Product name	Painting Area	Film Thickness	Number of painting	Material costs	Labor costs	Total
Interior	NOROO Paint water based interior	1㎡	50㎛	2	26%	74%	100%
	SOON&SOO 1-touch	1㎡	50㎛	1	23%	37%	60%

※ The above information is an example that is referred to as NOROO Paint & Coatings application costs and the actual costs can vary according to the painting method, painting environment and the painter.

1-touch ULTIMATE HIDING POWER

'SOON&SOO 1-touch' reduces total work costs by 40% because it reduces labor costs by 37% and material costs by 3%.

Created with the technology accumulated by NOROO Paint & Coatings for the last 70 years, SOON&SOO 1-touch will provide a steady profitability to customers through its competitiveness, best quality and reliability.

‘SOON&SOO 1-touch’ is an eco-friendly paint using EVA resin!

1

Eco-friendly paint using EVA resin

What is EVA resin?
An EVA resin is a nontoxic resin, which is produced from ethylene and vinyl acetate, and is mainly used in packing materials for food, medical supplies, etc. Vinyl acetate is safe enough to be used as a food additive and is harmless to humans.

2

VOCs and heavy metals are rarely detected.

3

It is an eco-friendly paint, which is odorless during application or drying

4

Strong mold-inhibiting characteristics that satisfies the health friendly housing construction standards of the Ministry of Land, Transport and Maritime Affairs

5

Outstanding durability due to good film thickness that is equivalent to two coats of other products

6

Paint more areas with the same amount

7

Increase work efficiency by reducing the drying time

Applications	It can be applied to most surfaces such as concrete, wallpaper, plaster board, wood, etc. ※ We recommend using gesso for steel and wood constructions.
Usage	Interior walls and ceilings of commercial buildings such as restaurants, offices, hotels, cafés, etc., and residential areas such as houses and apartment complexes, etc.
Specification	• **Paint type** : Vinyl acetate ethylene emulsion, water based, interior / topcoat • **Feature** : One-time coating finish • **Color** : White and pastel tone colors • **Gloss** : Matt • **Dilution rate** : less than 20% (waterworks water) • **Theoretical coverage** : 7–9 ㎡/ℓ/1 time (Dry film thickness : 50㎛) • **Solids content** : 62.9% • **VOC content (g/L)** : 35 or less (Satisfies the Clean Air Conservation Act regulations)

• **Drying time**

Division	5℃	20℃	30℃
Continued drying	1H	1/2H	1/3H
Dry hard	2H	1H	2/3H

99.99% coverage with one coat

Ultimate Hiding Power

See and experience the covering ability of 1-touch for yourself through the painting test sample of SOON&SOO 1-touch and normal water based interior paint!

Cover rate measurement : X-Rite Company color I7, Black/White Opacity card



NOROO Paint water based interior paint
When it is applied once

SOON&SOO 1-touch
When it is applied once

NOROO Paint water based for interior use
When it is applied twice



The best satisfaction for business owners and workers

SOON&SOO 1-touch





Professional painter



Interior business owner
(CEO of NOROO Paint exclusive agency)

The following is from an interview in October 2015 after carrying out painting work on the interior walls and ceilings of an apartment with ‘SOON&SOO 1-touch’.

Q How did you like using ‘SOON&SOO 1-touch’?

I had doubted if it was possible to cover almost the entire surface by a single coat before I used ‘SOON&SOO 1-touch’. However, it was very surprising that it could do that and it also showed the exact color.

Q What is the big difference between ‘SOON&SOO 1-touch’ and the existing ordinary interior water based products?

It allows me to paint more space with the same amount of paint compared to the existing products. It is more efficient and reduces the working time.

Q What do you think of ‘SOON&SOO 1-touch’?

I was impressed. It is easy to work with, and it has the excellent quality.



Q What is the biggest concern during application?

Paint work requires material costs, but the biggest part is the labor costs.

Q How do you feel after using ‘SOON&SOO 1-touch’?

High labor costs due to long and hard work caused less profit. However, as the construction period was decreased by ‘SOON&SOO 1-touch,’ labor costs were also reduced and this resulted in customer satisfaction. It is like killing two birds with one stone!

NOROO

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- All information had been prepared based on theories and experiences of laboratory. Due to continuous quality improvement activities, they would be changed without notice. Spraying amount may vary depending on material shape, weather condition and painting method. Thus please consider spraying condition.

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