

NOROO

NOROO

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SPECIAL THEME
TECHNOLOGY AT FULL SPEED



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SPECIAL THEME

TECHNOLOGY AT FULL SPEED

Engines roar as a fluorescent-colored racing car flashes past in an instant. A racetrack where blistering speed, searing heat, and relentless vibrations push everything to the limit. To demonstrate and further enhance the performance of Water-Q, its waterborne automotive refinish paint, NOROO Paint launched the “Water-Q E-Rain Racing” project, using motorsport's extreme conditions as a proving ground. NOROO Paint’s coating technology and E-Rain Motorsport’s racing expertise came together to push the boundaries of technology. We follow the action from that day, from thrilling overtakes to a podium finish.

轰鸣声炸裂，荧光色赛车瞬间划过眼前。极速、高温、剧烈震动无休止地席卷赛道。NOROO涂料为验证并提升汽车修补用水性涂料“Water-Q”的性能，启动了以极限环境下的赛车运动为试验场的“Water-Q E-Rain Racing”项目。NOROO涂料有限公司的涂料技术与E-Rain Motorsport的赛车经验交汇碰撞，挑战技术极限，在惊心动魄的超车后最终登上领奖台——让我们一同回顾那一天的飞驰瞬间。





Technology Racing Alongside the Race Car

Racing cars tear through the air as they speed across the circuit under the cover of darkness. On the rain-soaked track after a full day of downpours, one car immediately catches the eye among the racers flashing past, its body adorned in striking fluorescent colors. It was Round 5 of the 2026 O-NE Superrace Championship, held at Everland Speedway in Yongin on August 22. Making its debut that day, the Water-Q E-Rain Racing car took to the circuit in its commanding colors with a special mission: to put the performance of NOROO Paint’s Water-Q waterborne automotive refinish paint to the test under real racing conditions.

与赛车一同疾驰的技术

夜幕降临的赛道上，赛车划破空气，飞驰而过。在因终日降雨而湿滑的赛道上，一辆涂着醒目荧光色的赛车从飞驰而过的车群中脱颖而出，瞬间抓住了人们的视线。这是8月22日在龙仁爱宝乐园Speedway举行的“2026 O-NE Super Race Championship第5轮”比赛现场。当天首次出战的“Water-Q E-Rain Racing”赛车，以极具视觉冲击力的配色肩负特殊使命驶上赛道。那就是在实际赛车环境中验证NOROO 涂料的汽车修补用水性涂料“Water-Q”的性能。

WATER-Q, BUILT TO WITHSTAND THE EXTREME

Water-Q is NOROO Paint’s eco-friendly waterborne automotive refinish paint brand. Compared with solvent-based paints, it reduces hazardous emissions and fire risks. Even so, the market still demands proof of waterborne paints’ workability, price competitiveness, and durability. To demonstrate these qualities through real-world results, NOROO Paint developed the Water-Q E-Rain Racing project. The company entered into a sponsorship agreement with E-Rain Motorsport and applied Water-Q directly to a race car competing in the TOYOTA GAZOO Racing 6000 Class, the premier category of the Superrace Championship.

The resulting Water-Q E-Rain Racing car stood out from the moment it came into view. Racing cars in Korea are typically wrapped with film bearing sponsor logos and graphics, but the Water-Q E-Rain Racing car was painted instead, giving it a smoother surface and a vivid, glossy finish. At the racing team’s request, NOROO Paint researchers developed a striking neon green and yellow color scheme using fluorescent pigments. The result was a racing car so vivid that it could be recognized instantly even from the distant grandstands. The colors were so eye-catching that even the track announcer remarked on how beautiful and distinctive they were.

NOROO Paint chose racing for more than simply showcasing vivid colors. Motorsport presents one of the harshest environments an automotive coating can encounter. Cars sustain average speeds of around 200 km/h and can reach top speeds of 250 km/h, repeatedly subjecting the vehicle bodies to intense vibration and impact. Stones and debris kicked up from the track and cars ahead strike the painted surface, while intense heat from the engine and brakes is transferred to the body. During pre-race testing, temperatures around the engine were measured at up to 270°C.

NOROO Paint turned this punishing environment into a proving ground for Water-Q’s technol-

经受极限考验的Water-Q

Water-Q是NOROO涂料的汽车修补用环保水性涂料品牌。与油性涂料相比，它具有减少有害物质排放和降低火灾风险的优点，但市场上仍然存在对水性涂料施工性、价格及耐久性的验证需求。为此，NOROO涂料筹备了“Water-Q E-Rain Racing”项目，旨在通过实际成果进行生动证明。公司与E-Rain Motorsport签署赞助协议，将Water-Q直接应用于参加Super Race最高级别赛事——TOYOTA GAZOO Racing 6000级别的赛车上。

由此诞生的“Water-Q E-Rain Racing”赛车，从外观上便与众不同。韩国国内赛车通常采用将赞助商LOGO和图形以薄膜贴附的“贴膜(Wrapping)”方式，而“Water-Q E-Rain Racing”赛车则直接进

行涂装，呈现出更平滑的表面和鲜明的光泽。霓虹绿与黄色系的醒目配色，是由NOROO涂料研发团队应赛车队要求，采用荧光颜料全新开发的，最终打造出一辆即使在远处看台也能一眼辨认的赛车。场内解说员也赞叹其配色非常美丽且引人注目。

NOROO涂料选择赛车运动，并不仅仅是为了展示华丽色彩。赛车比赛是汽车涂料所能遇到的最严苛环境之一。平均时速200公里左右的高速行驶持续进行，瞬间最高时速可达250公里，车身反复承受强烈震动和撞击。路面和前车溅起的石子和异物击打漆面，发动机和刹车产生的高温也传递至车身。赛前验证过程中，已测得发动机周围温度高达270°C。





ogy. The circuit served as an ideal test bed for evaluating properties such as stone-chip resistance—the coating film’s ability to withstand impacts from stones and debris flying at high speeds—as well as adhesion, heat resistance, and color retention. Before and after each race, the team compares the vehicle’s color values using a colorimeter and checks the coating film for peeling or damage. Any unexpected issues become valuable data for improving future products. The Water-Q E-Rain Racing project is designed not only to demonstrate the product’s strengths, but also to identify its limits and use those findings to develop an even better product.

Alongside the meticulous preparations for technical validation, the team also had reason to celebrate its performance in the final of Round 5 of the TOYOTA GAZOO Racing 6000 Class. In the 36-lap race on the 2.538 km track, soaked by rain throughout the day, Water-Q E-Rain Racing driver Kim Moo-jin finished third and earned a place on the podium. The neon-colored car that had commanded attention on the circuit made its striking presence felt once again at the podium.

EXPERIENCE THE THRILL, TOGETHER WITH TECHNOLOGY

The NOROO promotional booth was bustling with activity beyond the circuit. The Mobility Technology Team and Digital Marketing Team handed out bottled water promoting Water-Q, while an IONIQ 5 coated with Water-Q was also on display, drawing the attention of visitors. Many stopped to take a closer look at the vivid colors and paint quality they had seen on the racing car and took photos in front of the vehicle to capture the moment. The Mobility Business Division also hosted a Water-Q Performance Day, inviting representatives of major auto body shops



and their families. Guests received merchandise packages and food, and joined a group photo during the grid walk, where they could step onto the circuit and see the racing car and driver up close. Rather than simply hearing about the product, they could see a vehicle coated with Water-Q firsthand and experience the race for themselves. This is the essence of sports sponsorship—the product itself races alongside the brand logo, the technical team evaluates the results, and customers witness the process on site. It is a new form of communication that goes beyond product descriptions by sharing the full technical validation process with customers.



Starting with Round 5, NOROO Paint will continue to monitor the condition of the coating film, changes in color, and real-world application performance throughout the remaining races. The accumulated data will be used not only to further enhance product performance, but also to provide domestic customers with more objective technical information and, in the future, to serve as supporting evidence of Water-Q’s competitiveness in overseas markets.

On a circuit where speed, heat, impact, and vibration never let up, Water-Q has entered one of the harshest driving environments imaginable. Now, it is racing alongside the car, putting its potential to the test. A race that drives one technological advance into the next—that is the real race for Water-Q E-Rain Racing.

NOROO涂料将这一严酷环境作为Water-Q的技术验证舞台。这里成为了检验包括抗石击性(涂膜承受高速飞溅石子与异物撞击的能力)、附着力、耐热性及色彩保持力等性能的最佳测试场。赛前赛后,技术人员使用测色仪比较车身色彩数值,并确认涂膜有无剥落或损伤。如果发生预料之外的问题,这些数据将成为改进后续产品的依据。展示产品优越性之外,更确认其极限,进而推动产品向更优方向发展——这便是“Water-Q E-Rain Racing”项目的核心所在。

在为技术验证进行周密准备的同时,TOYOTA GAZOO Racing 6000第5轮决赛也传来了令人欣喜的竞技成绩。在因终日降雨而湿滑的2.538公里赛道上进行36圈角逐的比赛中,“Water-Q E-Rain Racing”的Kim Moo-jin选手夺得第三名,登上领奖台。赛道上飞驰的霓虹色车身,在领奖台前鲜明地彰显出存在感。

激动人心,共同体验技术

赛道之外,NOROO宣传展台同样十分忙碌。移动技术组与数字营销组向观众分发印有Water-Q标识的饮用水,积极开展宣传。采用Water-Q涂装的IONIQ 5也亮相展台,吸引了众多观众驻足。人们近距离确认了赛车上所见的醒目色



彩与涂装品质,并在车前拍照留念,留下难忘瞬间。

移动业务部还邀请了主要维修厂负责人及家属,举办了“Water-Q Performance Day”活动。为受邀嘉宾提供了礼品套装和餐饮服务,并在观众亲自进入赛道近距离接触赛车和车手的发车格参观(Grid Walk)环节中安排了集体合影。嘉宾们不仅听取了产品介绍,更是亲眼看到采用Water-Q涂装的实车,并亲身感受赛事本身。这正是本次体育赞助的核心所在。除了品牌LOGO的展现,产品本身驰骋于赛道,技术团队实时验证其表现,客户则在现场亲眼见证。这是一种超越产品说明、将技术验证全过程与客户共享的全新沟通方式。

以第5轮为起点,NOROO涂料在后续比赛中也将持续确认涂膜状态、色彩变化及实际应用经验。积累的数据将用于进一步提升产品性能,同时为国内客户提供更客观的技术信息,也将成为今后在海外市场阐述Water-Q竞争力的有力依据。

速度与高温,撞击与震动——赛道之上,这一切永不停歇。置身于最严酷行驶环境最中心的Water-Q,如今正与赛车一同驰骋,验证自身的潜力。从一项技术到下一代技术的接力冲刺——这才是“Water-Q E-Rain Racing”所展开的真正比赛。



Coated with Technology Built for Speed

Even in the darkness of the night race, the Water-Q E-Rain Racing car stood out unmistakably in vivid neon green and yellow. Behind those striking colors lies coating technology engineered to maintain its performance under the extreme conditions of motorsport, together with the racing team's expertise in building a faster, more refined race car. We spoke with Lee Chai-ki, Head of the Mobility Technology Team at NOROO Paint, who oversees the development of automotive refinish coatings, and Yoo Kyung-sa, CEO of E-Rain Motorsport, a motorsport veteran with 35 years of experience, about how this distinctive racing car came to life.

以技术赋能, 成就速度

即使在昏暗的夜间赛事中, 那一抹霓虹绿与黄色交织的“Water-Q E-Rain Racing”赛车也格外醒目。这抹强烈色彩背后, 蕴藏着即使在赛车这一极限环境中也能保持性能的涂料技术以及赛车团队为打造更快、更完美赛车而积累的丰富经验。我们采访了负责汽车修补涂料研发的NOROO涂料股份有限公司移动技术组部长李彩基, 以及在赛车运动现场深耕35年的E-Rain Motorsport公司CEO Yoo Kyung-sa, 听他们讲述了这款特别赛车诞生背后的故事。

STRIKING COLOR, PROVEN TECHNOLOGY

“At the beginning of the project, we proposed bold colors like those used on supercars such as McLaren. But E-Rain Motorsport, returning to the top class of Superrace after a long absence, wanted something even more eye-catching. After careful consideration, our technical team chose fluorescent pigments. We created several samples by combining yellow with NOROO Paint's signature green, and after consulting with the racing team, we finalized the vivid gradient color scheme,” recalled Lee Chai-ki. The team had only about a month to develop fluorescent pigments, whose durability and physical properties are more difficult to ensure than those of conventional pigments. The researchers worked late nights, overtime, and weekends, and ultimately succeeded. “At the circuit, I heard the broadcasters say, ‘The colors are really beautiful, and the car will be easy to spot in the night race.’ Seeing how clearly the car stood out even from a distance made all the hard work feel worthwhile.”

But for Lee Chai-ki, what matters even more is the performance behind the striking color. One property of particular interest is stone-chip resistance—the coating film's ability to withstand impacts from stones and debris flying at high speed. In races where cars reach speeds of up to 250 km/h, repeated impacts are severe enough to leave countless marks even on windshields and headlights, making the circuit an ideal proving ground for stone-chip resistance. “We wanted not only to demonstrate Water-Q's strengths, but also to see firsthand where the product's limits lie under such harsh conditions. The goal of this project is to inspect the coating film after every race and, if any issues are found, use those findings to further improve its performance.”



SMOOTHER AND FASTER: THE TECHNOLOGY OF AUTOMOTIVE COATINGS

Yoo Kyung-sa had a clear reason for asking for such a bold color from the outset. With E-Rain Motorsport returning to Superrace's top class after a long absence, he wanted the team to make its presence unmistakable. “Since we were making our return, we needed a strong visual statement. I know the researchers worked day and night to develop this color in such a short period of time, and I would really like to thank them for their efforts,” said Yoo Kyung-sa. Drawing on 35 years of experience in motorsport, Yoo has a clear view of what a racing car's paint finish needs to deliver: minimal added weight, resistance to damage, and strong visual impact. For those reasons, he emphasized that paint offers distinct advantages over wrapping. “Film cannot fully reproduce the depth and richness of color that paint can create. Wrapping can also result in uneven edges or lifting during application, whereas paint preserves the natural lines of the bodywork. And the faster the car goes, the more a smooth surface like this can help reduce aerodynamic drag.”

The collaboration is not expected to stop at the vehicle's exterior. Yoo said that during the off-season, the team plans to extend the painted areas to the car's interior as well, while also exploring how to apply coatings to different materials based on their specific characteristics. NOROO's expertise in monitoring changes in color and coating conditions has come together with E-Rain Motorsport's knowledge of speed and vehicle dynamics in a single car: Water-Q E-Rain Racing. With bolder colors and even greater speed ahead, the next chapter of Water-Q E-Rain Racing is one to watch.

震撼色彩, 验证技术

“项目初期, 我们曾提议采用迈凯伦等超级跑车使用的醒目配色, 但时隔许久重返Super Race最高级别赛事的E-Rain Motorsport方面希望使用更引人注目颜色。经过深思熟虑, 我们的技术团队选择了荧光颜料, 将NOROO涂料的标志性绿色与黄色相结合, 制作了多种试样, 并与赛车队协商, 最终调配出醒目的渐变色。”李彩基回忆起当时的情景, 继续说道。与普通颜料相比, 荧光颜料在确保耐久性和物性方面难度更高, 而开发时间仅有约一个月。研发人员通过加班加点和周末出勤, 全力以赴, 最终成功完成了开发。“在现场听到转播解说员说‘颜色真的很漂亮, 在夜间比赛中会非常醒目’。看到车辆从远处也足够显眼, 感觉之前的辛苦都得到了回报”。

然而, 李彩基更为看重的是华丽色彩背后的性能。他特别关注的是“抗石击性”, 即涂膜承受高速飞来的石子或异物撞击的能力。在最高时速达250公里的赛事中, 玻璃和车头灯都会因反复的强烈撞击而产生大量划痕, 因此这里正是检验抗石击性的绝佳试验场。

“在展现Water-Q优异性能的同时, 我们也想亲自确认产品在如此严苛条件下的极限所在。每场比赛后检查涂膜状态, 一旦发现问题便进一步提升性能——这也是本项目的目标之一。”

更顺滑、更快速的涂装技术

Yoo Kyung-sa从一开始就要求采用醒目的配色, 原因很明确。因为时隔许久重返Super Race最高级别赛事, 他希望给人留下更鲜明的印象。

他表示, “既然重新参赛, 就需要以鲜明的形象强势回归。知道为了在短时间内开发出这一色彩, 研发团队日夜辛劳, 一定要向他们致以诚挚的谢意”。

他有着35年赛车运动现场经验, 对赛车涂装的条件有着清晰的标准: 重量负担小、不易受损, 同时还要能吸引观众视线。因此, 他强调涂装相较于贴膜具有明显优势。

“贴膜很难完全还原涂料所呈现出的色彩质感。贴膜在施工过程中可能出现段差或翘起, 但涂装可以忠实呈现车身的线条。车速越快, 这种平滑表面越有助于降低空气阻力”。

此次合作并不止于车辆外观。他透露, 计划在非赛季将涂装范围扩展至车辆内部, 并探讨针对不同材料特性应用相应涂料的方案。

NOROO关注色彩与涂膜的变化, E-Rain Motorsport则关注赛车的速度与动态, 双方的技术与经验最终汇聚于“Water-Q E-Rain Racing”这辆赛车上。我们为“Water-Q E-Rain Racing”的明天加油助威, 期待它以更醒目的色彩、更快的速度驰骋。

Where Every Beginning Comes Together YOUTH NOROO

NOROO NEW EMPLOYEE ONBOARDING PROGRAM 2026

NOROO Group held its new employee onboarding program from July 20 to 24 at the YBM Training Center in Hwaseong. The program brought together new employees who joined in the second half of 2025 or later, giving them time to share the group’s vision and core values, build work-related skills, and communicate with one another. Although the participants came from different affiliates and roles, they spent four nights and five days together, building a foundation for moving forward in the same direction.

每一个开始, 都并肩同行 YOUTH NOROO

2026年NOROO新员工入职培训

NOROO集团于7月20日至24日在华城YBM研修院举办了新员工入职培训。本次培训面向2025年下半年以后入职的新员工, 参训人员共同分享了集团愿景与核心价值, 培养了业务能力, 并进行了充分交流。来自各子公司、不同岗位、拥有各自不同起点的学员们, 在五天四夜的共同生活中, 为朝着同一里程碑前行奠定了坚实基础。

LAYING THE GROUNDWORK FOR A NEW BEGINNING
“Wow! So beautiful!” “Looks amazing!” On the final day of the new employee onboarding program, participants burst into expressions of admiration when the YOUTH

NOROO emblem they had all created together was placed before them. Completed in vivid colors under a clear blue sky, the emblem showed YOUTH’s energy and NOROO’s diverse values at a glance. At that mo-



ment, five days of passion from 52 participants across six affiliates came together in the emblem’s ten letters. The 2026 program began with a session on understanding the core values of the NOROO Way. Through group company introductions, product training, and QES training, participants learned about NOROO’s businesses and competitiveness. Business manners and new employee mindset training also gave them a chance to review the fundamentals expected of working professionals. Training to build work-related capabilities followed. In the hands-on session using generative AI, participants learned how to apply AI effectively to actual work. Through Work Smart and reporting skills training, they studied efficient ways of working and the essentials of effective reporting. Training sessions on workplace communication, self-leadership, and followership gave participants time to reflect on the mindset needed to work as part of an organization. An introduction to the group company labor union also helped broaden their understanding of organizational culture. Alongside the lectures, participants exchanged ideas, solved problems, and naturally experienced collaboration through games, discussions, and other activities. Learning and thinking together helped them build a shared understanding step by step, laying the groundwork for common values as colleagues. The emblem activity on the final day turned those shared moments into a single symbol.

TEN LETTERS REFLECTING NOROO VALUES
“The successful painter Pablo Picasso once said, ‘Imagination is the starting point of everything. Before beginning any work, imagine it with all your heart. Everything you imagine becomes reality.’ I hope you will create an emblem as you imagine the future you will build with NOROO.” The final activity at the training center was the “Core Value Internalization Emblem” session. To open the session, the instructor introduced Picasso as an artist known for constant change and a youthful sensibility, encouraging participants to think about the meaning of the activity. Following the instructor’s guidance, participants in each group imagined how to express the core values through a single letter. They then gathered ideas,

为新的开始勾勒蓝图
“哇! 真漂亮!”、“真的很酷!”新员工入职培训的最后一天, 当大家合力完成的YOUTH NOROO徽标呈现在眼前时, 学员们纷纷发出赞叹。在蓝天的映衬下, 色彩鲜明的徽标一目了然地展现了YOUTH的活力与NOROO的多元价值。来自6家子公司的52名学员, 五天四夜的激情与投入, 最终凝聚为这十个字的徽标。
本次2026年培训的第一堂课, 从理解NOROO Way核心价值开始。随后进行的集团介绍、产品培训及QES培训, 让学员们了解了NOROO的业务与竞争力; 而商务礼仪与新员工思维模式培训, 则帮助他们检视了作为职场人应具备的基本素养。提升业务能力的培训也相继展开。在生成式AI业务实操中, 学员们学习了如何将AI高效应用于实际工作; 在Work Smart与报告能力培训中, 掌握了高效工作方法及报告的核心要点。职场沟通与自我领导力、追随力培训, 则成为反思作为组织成员所需态度的契机; 通过集团工会介绍, 也加深了对组织文化的理解。



sketched their designs, and added color. As each group explored different ideas, laughter filled the classroom. Laughter and applause continued as participants came forward to present the emblems that showcased each group’s creativity.

“Our group expressed the behavioral norm ‘lead change and take action independently’ through sprouts and a tree in the letter U. Like a tree that grows strong even in harsh conditions, we also hope to keep growing.” “We represented the behavioral norm ‘see things through with tenacity and consistency’ through grass that continues to grow even when stepped on, a deer, and a strong pine tree.” “To express the behavioral norm of diversity and respect, where different ideas and personalities come together to create one NOROO, we gathered ideas from each group and drew them inside puzzle pieces.” Participants praised one another’s creative ideas and playful expression, reflecting once again on the NOROO Way behavioral norms through the emblem they had created together. In the group photo taken in front of the emblem, participants wore some of their brightest smiles from the training program.

NOROO SET TO SHINE IN MANY COLORS

The final part of the onboarding program was a tour of the NAC Hwaseong Plant. Participants toured the production site and observed how products are made. The visit also gave them a firsthand look at the plant’s technical capabilities, broadening their perspective on their work. Over five days, participants gained a deeper understanding of NOROO and built connections with colleagues with whom they will continue to grow. As they communicated and worked together during the program, new employees from diverse backgrounds strengthened their sense of identity as NOROO members. Like the YOUTH NOROO emblem completed in everyone’s colors, each day shared with new NOROO members will make NOROO’s future shine even brighter.

学员们除听课外, 还通过游戏、讨论等多种活动, 相互交流意见、解决问题, 自然而然地体验了协作。共同学习与思考的过程, 逐步建立起共识, 为作为同事朝向共同价值观前行绘就了蓝图; 而最后一天的徽标创作, 则将这段时光凝结为一个象征。

十个字所承载的NOROO价值

“成功的画家毕加索曾说过, ‘想象是一切事情的出发点。在开始工作之前, 请全心全意去想象。你所想象的一切都将成为现实。’希望大家想象与NOROO共同前行的未来, 并创作出属于我们的徽标”。在研修院的最后一项活动“核心价值内化徽标”培训开始时, 讲师介绍了不断变革、保持年轻感的毕加索, 并鼓励大家思考活动的意义。

在讲师的引导下, 各组的学员们想象如何在一个字中融入核心价值, 汇集意见, 勾勒线条, 填充色彩。在各自丰富多彩的想象中, 欢声笑语充满了教室, 气氛十分热烈。在展示各自用心创作的徽标并加以介绍时, 笑声与掌声不断。

“我们组把‘主导变化, 自主行动’的行为准则, 用嫩芽和树木表现在字母U中。希望像在贫瘠环境中也能茁壮成长的树木一样, 不断变化。”、“我们将‘以韧劲与一贯性坚持到底’的行为准则, 以即使被踩踏也顽强生长的草地、鹿和挺拔的松树表现了出来。”、“为了表现‘不同想法与个性汇聚成一个NOROO’的多样性与尊重的行为准则, 我们汇集各组意见, 将其绘入拼图碎片中”。对于这些有趣的想象和创意表达, 学员们报以真诚的赞赏, 并通过共同创作的作品, 再次重温了NOROO Way的行为准则。在徽标前的合影中, 留下了培训期间最灿烂的笑容。

绽放多彩光芒的NOROO

入职培训的最后一项日程, 是参观NAC华城工厂。学员们走访生产现场, 亲眼观看产品制造流程, 既见证了现



场的技术实力, 也拓宽了看待业务的视野。

五天四夜的入职培训, 既是深入了解NOROO的过程, 也是遇见未来共同成长伙伴的珍贵时光。拥有不同经历与个性的新员工们,

通过培训中的沟通与协作, 进一步坚定了作为NOROO人的身份认同。正如用所有人的色彩共同完成的YOUTH NOROO一般, 与新老NOROO人共同度过的每一天, 将使NOROO的未来更加鲜明璀璨。



Kim Hyun-soo, Senior Associate,
Sales Team 2,
NOROO Auto Coatings

It was a great opportunity to meet people from other affiliates during the training program. Among the sessions, the P.R.E.P reporting method left the strongest impression on me. I think I can put what I learned to good use in verbal reports going forward.



Oh Se-yeong, Senior Associate,
Financial Planning Team,
NOROO Chemical

The training gave me an opportunity to think deeply about accurate communication and learn how to respond more effectively in different situations. Since NOROO Chemical is located in Ansan, I rarely have opportunities to meet people from other affiliates, so I was very happy to meet everyone through this program.



Oh Wan-ju, Assistant Manager,
Support Team,
NOROO Holdings

As I approach the end of my first year with the company, the training gave me a chance to reflect on my time so far and recharge through new learning experiences. I especially enjoyed bonding with my team members during the quiz activities. I hope to cherish the connections I made through this program.



Lee Ji-han,
Assistant Manager,
Sales Team 2, NOROO R&C

The training helped me reestablish my mindset as a member of NOROO. I often work with related companies, so I was happy to meet everyone and build a personal network. I hope we can keep meeting regularly.



Ham Seok-woo, Assistant
Manager, Business Management
Team, NOROO Coil Coatings

Meeting people from other affiliates and getting to know them during the training gave me a sense of unity as a NOROO member. The training content was directly relevant to my work, so I think applying each lesson will help me keep growing.



Kim Min-ju, Senior Associate,
Color Support Team,
NOROO Paint

The business manners training left the strongest impression on me because I can apply it directly to my work. I think it will also be very helpful in my work. I was grateful for the opportunity to meet new employees from across the group in one place, and it was wonderful to build camaraderie with them.



Jeong Dong-ho, Assistant
Manager, Americas Team,
NOROO Paint

Meeting everyone as new employees helped me deepen my understanding of the affiliates and the group as a whole. It also gave me valuable connections for future communication. The program also gave me a chance to reassess and refresh my mindset and attitude toward work.

Where Research Grows into Joy

Melons, watermelons, and tomatoes carefully grown by THE KIBAN researchers find a special destination once their research role is complete. THE KIBAN shares crops harvested during its research with children at Shinseng Children's Home in Anseong. The children get to taste fruit from a range of varieties, while the researchers enjoy sharing the results of their work. A small seed marks the beginning of a warm story of sharing at THE KIBAN.

从一粒小小的种子到满满的喜悦

由THE KIBAN研究员精心栽种的甜瓜、西瓜和番茄,在完成研究任务后,踏上了奔赴特别缘分之旅。这是因为THE KIBAN将研究过程中收获的农作物,分享给了位于安城的保育机构——新生保育院(Shinseng Children's Home)的孩子们。孩子们得以品尝品种多样的水果,研究员们则收获了展示研究成果的喜悦,这是一场爱心的传递。让我们一同走进THE KIBAN始于一颗小小种子的温情故事。

A CONNECTION GROWN THROUGH RESEARCH HARVESTS

THE KIBAN first connected with Shinseng Children's Home after coming across a sponsorship pamphlet. Established in 1951, Shinseng Children's Home is a child welfare facility where 34 residents, ages 3 to 24, currently live together. Located in a remote part of Anseong that is difficult to reach without a car, the home became a place THE KIBAN chose to support over the long term. THE KIBAN shares crops grown directly by its researchers as part of variety development. Developing new varieties involves trial cultivation and harvesting of many different crops. Wanting to put the carefully grown produce to good use, THE KIBAN began sharing the harvest with Shinseng Children's Home. After this year's harvest, they delivered around 15 to 20 melons and watermelons in June, followed by four boxes of tomatoes in July. The wide range of varieties makes the sharing even more special. Boxes sent to Shinseng Children's Home included more than the familiar muskmelons commonly found in stores. Children could also try melons with white skin, red flesh, crisp textures, or the distinctive aroma of cantaloupe varieties. Ahn Jong-moon, Head of the Research Institute, explained, "Most people usually encounter muskmelons at the market. At Shinseng Children's Home, the children can compare different colors and shapes in one place while tasting several varieties. I think the experience gave them a new perspective on fruit."

MORE TO TASTE, MORE TO DISCOVER

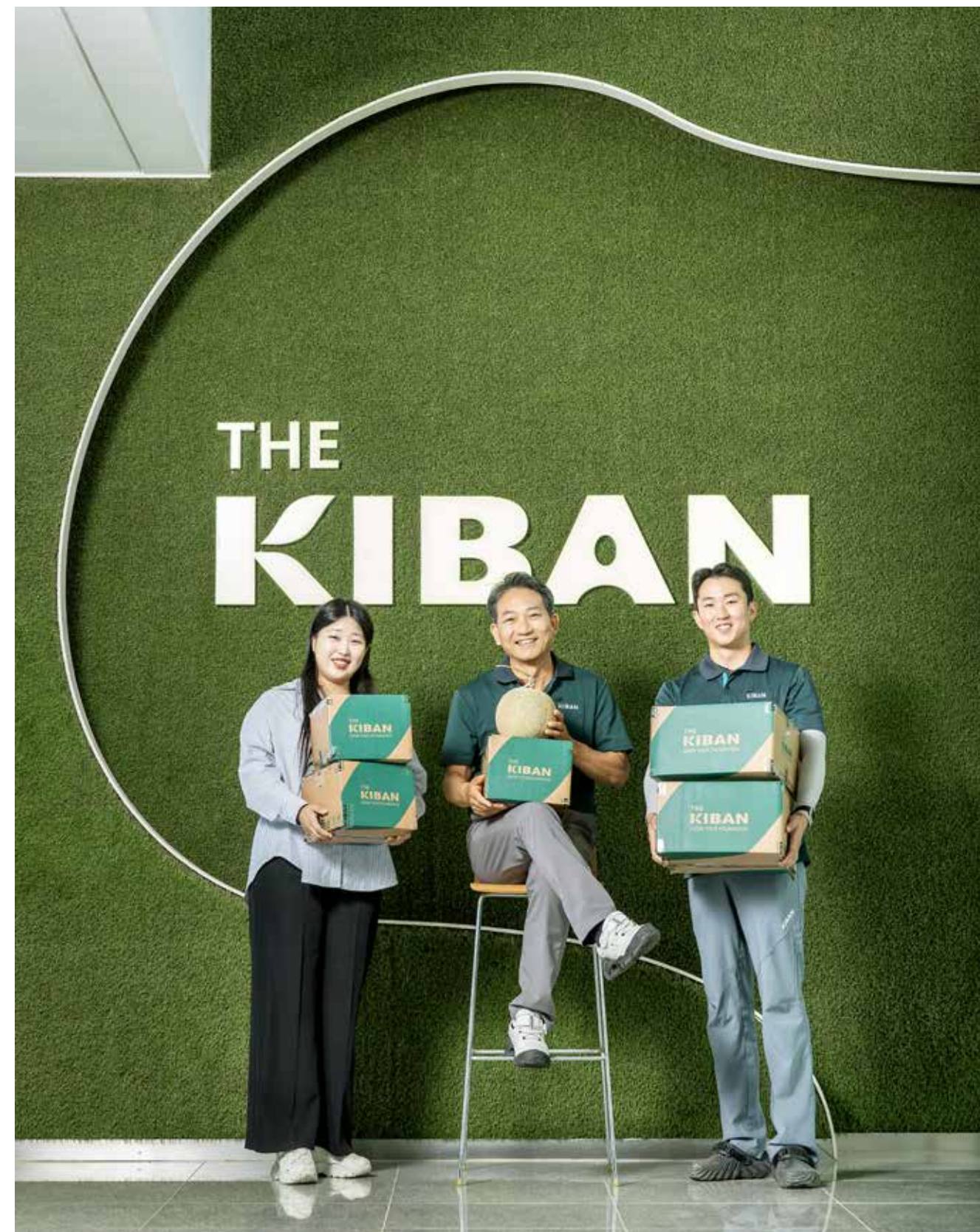
Whenever fruit from THE KIBAN arrives at Shinseng Children's Home, a spontaneous "fruit party" begins. The children get to sample different varieties, comparing their colors, aromas, and

以研究成果结下的缘分

THE KIBAN与新生保育院的缘分,始于偶然看到的一张赞助宣传单。新生保育院是一所儿童福利机构,成立于1951年,目前有34名孩子生活在这里,年龄从3岁到24岁。该机构位于安城一处偏远之地,不开车很难前往,因此THE KIBAN决定持续为这里奉献爱心。

THE KIBAN所分享的,是研究员们为进行品种研究而亲手栽种出来的水果。在新品种开发过程中,需要试种和收获多种作物,为了让这些精心栽种的作物被送到需要的地方,THE KIBAN与新生保育院结下了缘分。今年也按收获时节,在6月送去了15到20个甜瓜和西瓜,7月送去了四箱番茄。

让分享的快乐更显特别的,是品种的多样性。除了我们通常提到“甜瓜”时想到的麝香甜瓜之外,还有外皮白色、果肉红色、口感爽脆以及带有独特香气的坎塔洛普系列等多种甜瓜,一并装入了送往新生保育院的箱子中。研究所所长安钟文解



textures along the way. Teachers at Shinseng Children's Home have shared enthusiastic feedback. "The children already eat many kinds of fruit, but THE KIBAN's produce is popular enough for them to ask for it again after trying it once. They especially liked the cherry tomatoes because the flavor was different from what they were used to." The melons also drew surprised reactions, with children saying, "I've never tasted a melon this good before."

Their responses provide valuable feedback for the researchers. Developing a good variety means balancing many different qualities. Researchers consider appearance, sweetness, and texture, along with the consistent size and quality needed for reliable cultivation on farms. Seeing people taste the crops they have carefully developed and respond so positively gives the researchers another way to recognize the value of their work.

Lee Yun-mi, Senior Associate in the Research Planning Team responsible for ESG initiatives, said, "I find it especially rewarding when I see photos of the children happily enjoying the produce our researchers have carefully grown." She added that the sharing felt even more meaningful knowing that the research harvests could become a warm memory for someone. Kang Sun-woo, a researcher on the Cucurbit Research Team, compared sharing to the seeds he works with every day. "A seed starts out tiny before growing into a wonderful fruit. Perhaps sharing and happiness work the same way, starting small and gradually growing. I hope

the children can discover new crops for themselves, find them interesting, and experience a little happiness along the way." Ahn Jong-moon, Head of the Research Institute, also expressed his hopes for the children. "Seeing and tasting the crops firsthand will probably stay in their memories for a long time. It could help them become future customers and even spark an interest in crops or influence their career choices."

GROWING GREATER VALUE THROUGH SHARING

Sharing research harvests shows how research and social contribution can be connected. Senior Associate Lee Yun-mi said, "There is real meaning in seeing research harvests move beyond internal use to benefit the local community." A small seed planted for research can grow into a new variety. Its harvest can also become an enjoyable experience for someone else. The sharing program is one of several ESG initiatives THE KIBAN continues to pursue. THE KIBAN purchases rice-straw compost from local farms and supports community events, while internally reducing the use of disposable products and producing eco-friendly merchandise—putting ESG into practice in its daily operations and across



the local community.

THE KIBAN also plans to take its sharing efforts a step further. THE KIBAN recently learned that Shinseng Children's Home needed seedlings to tend a garden with the children. Senior Associate Lee Yun-mi also said, "We are looking beyond simply delivering harvested fruit. We are also considering ways to provide seedlings or cultivation support, giving the children an opportunity to grow and harvest crops themselves." From its research results to small efforts for the community and environment, THE KIBAN continues to turn its work into something of even greater value.

释道：“市场上一般以麝香甜瓜为主，但在新生保育院，孩子们可以同时看到并品尝到多种颜色和形状的甜瓜，想必他们对水果会有全新的印象。”

多样水果, 多样乐趣

每当THE KIBAN的水果送达，新生保育院便会举办“水果派对”。大家可以充分感受各不相同的色泽、香气和口感，尽情享受丰盛的美味。新生保育院的老师们也传来了生动的反馈。“孩子们平时虽也常吃各种水果，但THE KIBAN的作物好吃到让他们吃过一次还想再要，满意度非常高。对小番茄，孩子们也说味道跟平时吃的不一样，更加喜欢。”对于甜瓜，孩子们也惊叹“第一次吃到这么好吃的甜瓜”，感到十分新奇。

孩子们的反应对研究员们而言，也是一种特别的反馈。要培育出一个优良品种，不仅要考虑漂亮的外观、高糖度、适中的果肉质地，还要兼顾便于农户栽种的均匀大小与品质等众多条件。看到自己栽种的作物被他人品尝并露出喜悦之情，研究员们以另一种方式感受到了研究的价值。

负责ESG业务的研究企划组主任李允美表示，“看到照片里孩子们开心地吃着研究员们用心种出来的水果时，我感到非常欣慰。”她认为，这些水果能为他人留下温暖的记忆，因此意义更加深远。瓜类研究组研究员姜宣宇将这份分享比作自己每天面对的“种子”。“种子一开始很小，最终却能长成美好的果实。分

享与幸福，不也是从微小处开始，逐渐变大的吗？希望孩子们亲眼看到新作物，感到新奇，能体会到小小的幸福。”研究所所长安钟文也表示，“亲眼看到并品尝过的经历，会长久留在孩子们的记忆里。这不仅会让他们可能成为未来的顾客，也可能成为他们关注作物或选择自己职业的一个小小契机。”他对此充满了期待。

在分享中愈发提升的价值

研究成果的分享，恰恰证明了研究与回馈社会可以彼此相连。李允美表示，“研究成果不仅能在公司内部使用，还能延伸到为社区作贡献，这本身就很有意义”。为研究而播下的小种子长成新品种，而这份果实又为他人带来愉快的体验。这样的分享，也是THE KIBAN持续推进的ESG活动中的一环。THE KIBAN不仅购买当地农户的稻草堆肥、支援地区活动，还在公司内部减少一次性用品使用、制作环保周边产品，在日常生活中和社区各处践行ESG理念。

THE KIBAN的分享还将以新的形式继续。最近他们听说新生保育院需要一批幼苗，用来和孩子们一起打理菜园。李允美透露，“除了赠送收获到的水果，我们还在考虑提供幼苗以及栽种所需的帮助，让孩子们能够亲身体验从栽种到收获的全过程”。从研究一线的成果，到为地区和环境所作的微小努力，THE KIBAN的研究正结出越来越丰硕的果实。



A Day of Finding Answers with Our Clients

A DAY IN THE LIFE OF JEONG HONG-YOON, ASSISTANT MANAGER, SALES TEAM 2 AT NOROO R&C

A wide variety of chemical materials is essential in industries ranging from automotive and shipbuilding to electrical and electronic equipment, semiconductors, and displays. NOROO R&C specializes in developing and supplying advanced materials—including coating resins, adhesives, electronic materials, and other functional materials—to customers across these industries. As an assistant manager in Sales Team 2, Jeong Hong-yoon works closely with clients in the electrical and electronics, electronic materials, and advanced materials sectors. He identifies their needs and coordinates the entire process, from product development and production to delivery. He describes his workday in simple terms: “A day of finding answers together.”

与客户一同寻找答案的一天

NOROO 特种树脂 营业2组代理丁洪允的一天

汽车、船舶、电气电子、半导体、显示器等多个产业都离不开各种化学材料。NOROO 特种树脂有限公司是一家尖端材料专业企业，专门负责研发、供应上述产业所需的涂料树脂、粘合剂、电子材料和功能材料等。营业2组代理丁洪允负责电气电子、电子材料和尖端材料领域的企业，了解客户需求，对从研发、生产到交付的整个过程进行统筹。对于自己的一天，他的总结很简单——与客户一同寻找答案的一天。

UNDERSTANDING CLIENT NEEDS—BROADLY AND THOROUGHLY

“The main product I handle is the resin used to manufacture copper-clad laminates (CCLs). CCLs are essential materials used in the production of printed circuit boards. They require excellent heat resistance and favorable dielectric properties to ensure stable performance in high-temperature environments while minimizing electrical signal loss. With the recent growth of the artificial intelligence and high-performance computing markets, demand for these advanced materials is also increasing. We develop and manufacture materials tailored to these evolving requirements and supply them to our clients.”

Jeong went on to explain the electronic materials he oversees, as well as NOROO R&C’s broader portfolio of advanced materials. Because the company offers such a diverse range of products, its sales professionals need a broad understanding of the technologies behind them. To keep his knowledge up to date, Jeong follows the latest industry news, attends seminars with the technical team, and visits exhibitions and trade fairs to learn about emerging technologies and identify potential business partners. This groundwork has also helped the team stay one step ahead and prepare for this year’s upturn in the semiconductor market.

Jeong begins each day by checking his email and responding to client inquiries. His mornings are typically spent reviewing quotations, coordinating with suppliers, and monitoring the progress of product samples. In the afternoon, he heads out to meet clients. Once or twice



全面、细致地洞察客户需求

“我主要负责的产品是CCL(覆铜板)所用树脂。CCL是制作PCB(印制电路板)的核心材料，需要拥有高耐热性和低介电特性，这样才能在高温环境下维持稳定性能，并最大限度降低电信号损耗。近期，随着人工智能和高性能计算市场的不断发展，对上述材料的需求也日益旺盛。我们正在积极研发生产相关材料，为客户供货。”

丁洪允代理具体介绍了NOROO 特种树脂的多个尖端材料，以及自己负责的电子材料领域。产品种类多，必



a week, he drives to Chungcheongbuk-do or Gyeongsangbuk-do for in-person meetings. Before each meeting, he reviews the progress of ongoing development projects and considers the client’s personality and interests. “When you build a strong relationship, it becomes easier to find solutions when challenges come up. That’s why I make an effort to understand each client and spend plenty of time talking with them.” Jeong builds strong, trusting relationships with clients by remembering details such as their hobbies and recent events in their lives and engaging them in meaningful conversations. On the technical side, he considers client needs and market trends from a broad perspective, using those insights to anticipate the next steps.

BRIDGING CLIENTS AND PRODUCTION

Sales involves much more than promoting products and securing orders. “Sales professionals are involved in every stage of the process—from submitting production requests and checking schedules to coordinating shipments and logistics and managing receivables after the sale,” Jeong said. When an urgent request comes in, he arranges the delivery himself. On several occasions, he has loaded 20-kilogram cans into his car and personally delivered them to clients. The biggest challenge arises when a client’s requirements conflict with production constraints. “Clients may want something right away, but there are times when that simply isn’t possible from a production standpoint. The key is finding the right balance between the client’s urgency and the realities of production.” Instead of simply saying, “We can’t do that,” Jeong presents realistic timelines and alternatives, translating complex internal circumstances into clear, easily understandable information for clients. Over time, he has learned to communicate difficult messages in ways that clients can more readily accept—for example, by saying, “This request may be dif-



ficult to accommodate,” or “Given the current circumstances, this is the earliest deadline we can meet.” When he first joined the company, even this kind of business language was unfamiliar to him, so he began by studying business terminology and gradually learned how to communicate effectively through emails and reports. He also accompanied senior sales colleagues on client visits, carefully observing how they communicated and conducted themselves. “I made a real effort to learn from the way my senior colleagues spoke and carried themselves.” Working with experienced colleagues on the production floor presented another challenge. This prompted him to spend more time there, gaining a deeper understanding of the working environment and building stronger relationships to foster effective collaboration. “They have 10 or even 20 years more experience than I do. Even though I often have to make difficult or demanding requests, they always do their best to accommodate me. I’m truly grateful for everything I have learned from them.” These experiences have shaped Jeong’s approach to bridging the perspectives of clients and internal teams.

THE POWER OF A SIMPLE “WELL DONE”

For Jeong, trust lies at the heart of sales. He makes every effort to keep his commitments to clients and respond quickly and accurately when issues arise. He believes one of the defining aspects of sales is working closely with clients—listening to their needs and finding solutions. Rather than simply selling products, he approaches his work as a process of solving problems alongside his clients. That mindset, combined with the collective efforts of everyone involved, ultimately translates into tangible results. Clients make detailed requests not only about product performance and delivery schedules, but also about the various quality standards that must be maintained throughout the production process. Recently, Jeong worked closely with the production team to adjust the concentration

of a specific substance to meet a client’s stringent requirements. Their efforts resulted in a product that met the required specifications and proceeded to mass production and actual sales. Jeong smiled with pride as he said, “What I find most rewarding is identifying a material that meets a client’s requirements and seeing it through the entire process, from development to mass production.” What remains with him longest, however, is a simple word of encouragement. He particularly remembers occasions when someone who rarely expresses appreciation sends him a short message saying, “Thank you for your hard work.” He also recalls the deep sense of accomplishment he felt after working with a supplier to resolve a technical issue for a client and successfully complete the project. The client told him, “Thank you. Let’s continue doing great work together.” Even in his fifth year with the company, Jeong says he still has much to learn. His goal is to grow alongside his clients and establish himself as a sales professional specializing in advanced materials. In particular, he hopes to stay up to date on developments in the semiconductor and electronic materials markets while continuing to explore new markets and opportunities. “Sales brings new challenges and demands every day, but I believe that finding solutions together with clients is what makes the work most rewarding,” Jeong said. Rather than finding answers on his own, Jeong listens closely to clients and works with the technical and production teams to develop solutions. Today, as always, he heads out to meet clients with his essential sales tools: a notebook and a laptop.

然要求销售负责人对技术充分了解。丁洪允代理关注最新资讯，与技术组一起参加研讨会，或是前往展览会、博览会了解新技术和企业。也正是通过这些前期调研，他才能提前一步为2026年半导体行业的繁荣做好准备。

丁洪允代理积极为明天做准备，他的一天从确认邮件和客户咨询开始。上午，他的主要工作是审核报价、与供应商洽谈、检查样品推进情况等。下午则是外出与客户会面。每周，他都要自己驾车前往忠清北道或庆尚北道一两次。在与客户会面前，他会先了解研发进程，考虑对方的性格特点和兴趣。“我认为形成深厚的纽带后，可以在工作中大大提升解决问题的可能性。所以，我会尽可能了解每一位客户的性格特点，尝试多沟通。”丁洪允代理会记住客户的兴趣和近期发生的事情，通过聊天建立深厚的信赖关系。而在技术层面，他会广泛涵盖客户的需求和市场变化，大步迈向新的征程。

连接客户与生产

销售并不只是产品宣传和拿到订单。丁洪允代理称，“可以说，营业人员要参与从下达生产申请、确认日程、出库和物流，到售后应收账款管理等所有与销售相关的业务。”如遇到紧急请求，他还需要直接负责车辆调度，甚至好几次把20

公斤的罐装产品搬进后备箱，送到客户那里。

最棘手的是客户要求与实际生产条件发生冲突的时候。“有时候客户希望‘马上’完成，而生产方的条件却不允许。这时候就需要我找到这个中间点。”丁洪允代理不会一口回绝，而是尝试提出可行的日程和替代方案，以通俗易懂的方式向客户转达公司内部的复杂情况。长久以来积累的经验让他知道，同样的内容，要换成对方较容易接受的表达方式，例如“预计可能会有些困难”、“根据实际条件，最晚能在XX之前完成”。

入职初期，他对此类表达不熟悉，所以对商业术语、邮件和报告用语逐一进行了研究。在与销售岗位的老员工一起工作的过程中，他们的言谈举止都是他观察的对象。“我总是尽可能地学习老员工的语言表达方式和礼仪规范。”尤其是那些工作在生产一线的老员工，和他们相处并不容易。所以，丁洪允代理经常到生产一线，主动创造与老员工共处的机会，了解生产环境和实际状况，在合作方面下了不少功夫。“很多老员工的工龄比我长至少10年，有的甚至比我多出20年以上。我经常会提出一些比较为难的请求，但大家总是尽可能地配合我。对此我一直心怀感激，也从大家身上学到了很多。”

如此获得的经验如今已经成为了丁洪允代理协调客户与内部组织立场的独特方式。

一句“辛苦了”背后的力量

对于丁洪允代理来说，销售最重要的是信任。对客户的承诺一定要遵守，遇到问题，要尽可能及时地作出精准响应。因为他认为，销售工作的特点就是贴近客户，聆听他们的需求并解决问题，销售工作不是单纯销售产品，而是要在开展工作的过程中始终秉持与客户共同解决问题的态度。

这个态度有助于大家通力合作并共同取得实质成果。客户不仅对产品性能和交货日期有严格要求，还会对生产过程中需要管理的诸多质量标准提出细致要求。近来，为了满足某客户的严格标准，他与生产部合作，对特定物质的含量进行调整，最终满足了客户所要求的规格，成功推动量产，并带来实际销售收入。丁洪允代理欣慰地笑着说，“找到符合客户要求的材料，并把它从研发推进到量产的时候，我最有成就感。”尤其让他久久难忘的，是一句话。他说，“最令我印象深刻的是，一位平时话很少的人发来短信，只有一句‘辛苦了’”。在与供应商一起解决客户的技术问题并顺利结束项目后，听到对方说一句“谢谢，今后继续好好合作吧”，他也能获得长久的成就感。

如今是他入职的第五年，他认为自己要学习的还有很多。今后的目标是与自己负责的客户一同成长，成为尖端材料领域的专业销售人员。他尤其希望持续研究半导体、电子材料市场动向，发掘新的市场和产品。

丁洪允代理表示，“销售工作每天都会遇到新课题和新要求，而与客户一同寻找解决方案，这个过程本身就是最大的价值”。他不是独自给出正确答案，而是在最贴近客户的地方聆听他们的心声，汇聚技术和生产的力量，寻找令大家满意的答案。今天，他依然带着自己不离手的销售记事本和笔记本电脑，奔向客户。

NEWS BRIEFING



Biobased Cleaners for Semiconductors and Other Advanced Industries Earn USDA's Highest-Level Environmental Certification

NOROO HOLDINGS

BIOBASED CLEANERS FOR SEMICONDUCTORS AND OTHER ADVANCED INDUSTRIES EARN USDA'S HIGHEST-LEVEL ENVIRONMENTAL CERTIFICATION

NOROO Holdings, the holding company of NOROO Group, has demonstrated its global technological competitiveness through advances in its eco-friendly biobased materials business. The NAUSOL® line of cleaning products, formulated with the company's proprietary eco-friendly bio-based material, 3-hydroxypropionic acid (3HP), has received certification under the US Department of Agriculture's (USDA) BioPreferred Program for its 100% biobased content. The certification is awarded following rigorous testing and verification of a product's biobased content.

With this certification, three NAUSOL products—NAUSOL EHA, NAUSOL CRC-1, and NAUSOL D-Cleaner Plus—have been certified as having 100% biobased content ("Product 100%") and may now display the USDA Certified Biobased Product label.

The products are used as high-performance, high-safety cleaners designed for use in semiconductor manufacturing and other advanced industries. They are gaining attention as eco-friendly alternatives to conventional chemical solvents since they combine cleaning efficiency, chemical stability, and ease of use.

Building on this internationally recognized certification, NOROO Holdings plans to expand the supply of customized eco-friendly solvent solutions to customers worldwide and further strengthen its next-generation biobased materials portfolio in line with its ESG management strategy.

NOROO控股股份有限公司

半导体等高新产业生物认证清洗剂, 取得美国农业部最高级别环保认证
NOROO集团的控股公司——NOROO控股股份有限公司在环保生物材料产业取得成果, 证明了自身的国际技术竞争力。公司基于自主开发的环保生物



NOROO Holdings and NOROO Paint & Coatings Take Proactive Action on Biodiversity Conservation and ESG Disclosure

材料“3-羟基丙酸 (3-HP)”, 推出清洗剂品牌“NAUSOL®”。该系列产品成功取得美国农业部 (USDA) 的“100%生物认证 (Bio-Preferred)”。该认证是具有国际权威性的环保认证体系, 会对生物源有机体 (生物质) 含量实施严格测定。

本次接受认证的三款“NAUSOL®”品牌产品分别是NAUSOL EHA、NAUSOL CRC-1和NAUSOL D-Cleaner Plus。三款产品经官方验证, 均为100%生物基材料构成 (Product 100%), 取得了在产品上贴附标签的资格。

该产品是用于半导体生产工艺等高新产业群的高性能、高安全性清洗剂。在替代传统化学溶剂的同时, 能够同时确保清洗效率、化学稳定性和作业便利性, 是当前高新产业一线备受关注的环保替代产品。

NOROO控股股份有限公司计划以本次国际公认证为契机, 面向国际客户扩大供应环保定制型溶剂解决方案, 持续强化符合ESG管理基调的新一代生物材料业务组合。

NOROO HOLDINGS AND NOROO PAINT & COATINGS TAKE PROACTIVE ACTION ON BIODIVERSITY CONSERVATION AND ESG DISCLOSURE

NOROO Holdings and NOROO Paint & Coatings are stepping up their efforts in biodiversity conservation and natural capital disclosure, two issues emerging as key priorities on the global ESG agenda.

NOROO Holdings announced that it has joined the Task-force on Nature-related Financial Disclosures (TNFD) Consultation Group of Korea in a proactive response to increasingly stringent global requirements for supply chain due diligence and sustainability disclosure. The group is a national coalition established to support implementation of the TNFD framework. Through its participation, NOROO Group is strengthening its disclosure capabilities while actively considering joining the TNFD initiative.

Biodiversity is increasingly becoming important in major ESG assessments conducted by organizations such as the Korea Institute of Corporate Governance and Sustainability, CDP, and EcoVadis, as well as in supply chain assessments conducted by major customers including Hyundai Motor, Kia, and Doosan. Biodiversity is also ex-

pected to become a key component of disclosure standards developed by the Korea Sustainability Standards Board and the International Sustainability Standards Board. The relevant requirements are expected to be further clarified at the 17th Conference of the Parties to the Convention on Biological Diversity this October.

As part of these efforts, NOROO Group is also expanding its field-based ecosystem conservation activities. Recently, employees at the company's Anyang site joined the Anyang-Gunpo-Uiwang Federation for Environmental Movement in an initiative to create shelters for otters along Anyangcheon Stream. NOROO Group has carried out habitat conservation activities for boreal digging frogs, a Class II endangered species, around Anyangcheon Stream and Gwanaksan Mountain and gold-spotted pond frogs, also a Class II endangered species, in the Hwaseong Wetlands. Following recent sightings of otters—a Class I endangered species and designated Natural Monument—in Anyangcheon Stream, the group is now supporting practical measures to protect the local ecosystem. A NOROO Holdings official said, “Biodiversity conservation is both a long-term undertaking requiring company-wide participation and an area of innovation directly linked to business stability. We will continue to expand our biodiversity initiatives in response to external requirements and build a robust framework for natural capital disclosure.”

NOROO控股·NOROO涂料积极推进生物多样性保护和ESG披露

“生物多样性保护”与“自然资本披露”成为了备受瞩目的ESG全球性新议题, NOROO控股股份有限公司和NOROO涂料股份有限公司正在积极应对这一趋势。

NOROO控股表示已经参与了“自然资本披露支援联盟”, 拟借此提前响应日益严格的全球供应链尽职调查和可持续披露标准。这是为落实自然相关财务信息披露工作组 (TNFD) 框架而成立的国家级联盟。NOROO集团期望借此加强披露应对能力, 同时正在积极探讨加入全球倡议TNFD。

近来, 生物多样性不仅是韩国ESG标准院 (KCGS)、碳信息披露项目 (CDP)、EcoVadis等主要ESG评估的重要考量因素, 也逐渐被纳入现代汽车、起亚、斗山等主要客户的供应链评估。特别值得一提的是, 生物多样性将被纳入韩国可持续性标准委员会 (KSSB)、国际可持续准则理事会 (ISSB) 披露标准的主要因素, 并将在10月举行的联合国《生物多样性公约》第十七次缔约方大会 (COP17) 上得到进一步明确。

在这一背景下, NOROO集团正在扩大现场生态系统保护活动。近期, 安养经营场所的全体员工携手安养军浦义王环境运动联盟, 联合开展“打造安养川水獭栖息地活动”。一直以来, NOROO集团积极推进安养川和冠岳山一带北方狭口蛙 (濒危野生生物2级) 栖息地保护活动、华城湿地金蛙 (濒危野生生物2级) 栖息地保护活动, 这次又因安养川内出现水獭 (濒危野生生物1级、天然纪念物) 而为生态系统保护活动提供实质性的支持。NOROO控股表示, “生物多样性保护是需要全公司共同参与的持续课题, 也是与经营稳定性直接相关的创新领域”, “今后, 我们会继续考虑外部要求, 扩大生物多样性活动, 牢固构建自然资本披露应对体系”。

NOROO HOLDINGS AND NOROO PAINT & COATINGS MAINTAIN “A” RATINGS IN SUSTINVEST ESG ASSESSMENT

NOROO Holdings, the holding company of NOROO

Group, and NOROO Paint & Coatings (“NOROO PAINT”), its key chemicals affiliate, both received “A” ratings in Sustainvest's ESG assessment for the first half of 2026. Sustainvest is one of Korea's three major environmental, social, and governance (ESG) rating agencies. Sustainvest awards an “A” rating only to companies ranked within approximately the top 20.8% of their performance across environmental, social, and governance criteria.

Both companies have maintained their “A” ratings for six consecutive years, with no downgrades in the semi-annual assessments conducted from 2021 through the first half of 2026. The results demonstrate their long-term risk management capabilities and operational stability amid increasingly stringent ESG assessment criteria. In particular, NOROO PAINT ranked 27th among companies with assets of at least KRW 500 billion but less than KRW 2 trillion in the first-half 2026 assessment, earning a place on Sustaininvest's list of “ESG Best Companies” for the first time. Since the first half of 2024, Sustainvest has selected and announced 100 ESG-leading companies listed in Korea, grouped by asset size: 50 companies with assets of KRW 2 trillion or more, 30 with assets of KRW 500 billion or more but less than KRW 2 trillion, and 20 with assets less than KRW 500 billion. NOROO PAINT ranked among the top 30 after receiving consistently high scores across all three ESG areas. Its environmental achievements included developing coatings made from biobased raw materials and reducing carbon emissions from manufacturing processes. Its social initiatives included supporting local communities and creating a safe working environment, while its governance efforts included board-led responsible management and transparent shareholder return policies.

A NOROO Holdings official said, “This achievement reflects the collective efforts of all our employees to enhance shareholder value and build a sustainable future. As an ESG leader, we will continue to fulfill our social responsibilities and reduce carbon emissions.”

NOROO控股·NOROO涂料稳居SUSTINVEST ESG评估“A级”

在韩国三大ESG (环境、社会和公司治理) 评估机构之一的SUSTINVEST公布的“2026年上半年ESG评估等级”中, 集团控股公司NOROO控股股份有限公司与核心化学子公司NOROO涂料股份有限公司双双获得“A级”。SUSTINVEST仅向在环境 (E)、社会 (S)、公司治理 (G) 方面表现优异、排名前约20.8%的企业授予A级。

两家公司于2021年至2026年上半年在每半年一次的评估中一次也未被降级, 连续6年保持“A级”。ESG评估标准日益严格, 这一成果足以证明两家公司在长期风险管理和经营稳定性方面的实力。特别是在2026年上半年评估中, NOROO涂料在资产规模5000亿韩元以上、低于2万亿韩元规模的企业中排名第27, 首次跻身SUSTINVEST评选的“ESG BEST Companies (ESG最佳企业)”。SUSTINVEST于2024年上半年起, 以韩国上市公司为对象, 按资产规模 (2万亿韩元以上50家、5000亿韩元至2万亿韩元30家、低于5000亿韩元20家) 评选引领ESG管理的百大企业。NOROO涂料凭借开发使用生物基原料的涂料及制造过程中实现碳减排等环境 (E) 领域的成果、与社区共生和打造安全的劳动环境 (S)、以董事会为中心的责任经营和透明的股东回报政策 (G)

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等，在各个方面均取得较高分数，成功跻身企业榜单前30名。NOROO控股有关人士表示，“本次成果是全体员工为提高股东价值、实现可持续未来而共同努力的成果”，“今后，我们会继续作为ESG领先企业，履行自身社会责任，坚持做好碳减排工作”。

NOROO PAINT & COATINGS

NOROO PAINT & COATINGS SHOWCASES AEROSPACE SEALANT TECHNOLOGY AT ONE OF THE WORLD’S TOP THREE AEROSPACE EXHIBITIONS
NOROO Paint & Coatings (“NOROO PAINT”) participated in the 2026 Farnborough International Airshow, one of the world’s three leading aerospace exhibitions, where it showcased its domestically developed aerospace sealants to an international audience and expanded opportunities for collaboration with aerospace companies and organizations worldwide.

Held at Farnborough Airfield in the UK, the Farnborough International Airshow is one of the world’s premier aerospace exhibitions, bringing together more than 1,400 companies and organizations from over 40 countries. Together with the Paris Air Show and Singapore Airshow, it is regarded as one of the world’s top three aerospace exhibitions. NOROO PAINT participated in the Korea Pavilion organized by the Korea Aerospace Industries Association. Alongside members of the Korea Aviation Materials Development Alliance, the company showcased the excellence of Korea’s aerospace materials technology. The exhibition provided an opportunity to present the results of the “Development and Demonstration of Super-Gap Sealant Technologies for Aerospace and Defense Applications,” a project supported by the Ministry of Trade, Industry and Energy, and to expand opportunities for collaboration with international aerospace companies.

At the exhibition, NOROO PAINT unveiled an aircraft-grade polysulfide sealant, one of the project’s key outcomes, demonstrating its technological capabilities in aerospace materials. The sealant is designed for use in aircraft fuel tanks, fuselages, and metal joints. It offers essential performance characteristics required for aerospace applications, including fuel resistance, high-temperature durability, and corrosion protection. Through the exhibition, NOROO PAINT highlighted the performance and potential applications of its domestically developed aerospace sealant while expanding opportunities for collaboration with international aerospace companies and organizations. Aircraft sealants are high-value, critical materials that help maintain airtight seals and structural durability in aircraft. Their development requires advanced technical expertise and rigorous quality verification. The global aerospace sealant market continues to grow, driven by increasing aircraft production and rising demand for maintenance, repair, and overhaul (MRO) services. However, a small number of global companies continue to dominate the market, and Korea has historically relied heavily on imported products.



NOROO Paint & Coatings Showcases Aerospace Sealant Technology at One of the World’s Top Three Aerospace Exhibitions

Against this backdrop, NOROO PAINT used its participation in the Farnborough International Airshow to demonstrate the competitiveness of Korea’s aerospace materials technology and establish a foothold for entering the global aerospace market and expanding its supply network. The exhibition also allowed the company to present R&D achievements from a government-supported super-gap technology development project and assess their commercialization potential in the global market. NOROO PAINT also expanded its network with global aerospace and defense companies, strengthening the foundation for future commercialization and market expansion. A NOROO PAINT official said, “The Farnborough International Airshow gave us an opportunity to showcase our aerospace sealant technology to leading global aerospace companies and explore a range of potential partnerships. We will continue to invest in R&D and advance our technologies to lead efforts to localize critical materials for the aerospace and defense industries while strengthening our competitiveness in the global aerospace market.”

NOROO涂料股份有限公司

NOROO涂料股份有限公司在世界三大国际航空航天展览会上展示航天密封胶技术

NOROO涂料股份有限公司参加世界三大国际航空航天展览会之一的“范堡罗国际航空航天展览会 (Farnborough International Airshow) 2026”，向全球市场推出采用韩国自主技术开发的航空航天密封胶，扩大了与全球航空航天业界人士合作的可能性。在英国范堡罗机场举办的范堡罗国际航空航天展览会是世界范围内最权威的航空航天专业展览会，吸引来自全球40余个国家和地区、超1400家航空航天企业和机构参与，与巴黎航展、新加坡航展并称为世界三大航空航天展览会。NOROO涂料参加了由韩国航空航天产业协会主办的韩国馆，与韩国航空材料开发联盟所属企业一同展示了韩国航空材料技术的优秀性。本次展览旨在向全球市场介绍产业通商资源部扶持项目，即“航空航天军工密封胶超领先技术开发及实证项目”的成果，扩大与海外航空航天企业之间的合作机会。

NOROO涂料在本次展览会上，公开了课题的核心成果——用于航空器的聚硫密封胶，展现了航空航天材料领域的技术实力。该产品适用于航空器燃料箱、机身和金属接合部位等，具备航空航天领域要求的耐燃油性、耐高温性、防腐蚀性等主要性能。NOROO涂料借此机会介绍了采用韩国自主技术开发的航空航天密封胶的优秀性和应用可能性，扩大了与海外航空航天企业、机构之间的合作基础。

用于航空器的密封胶是一种确保航空器气密性和耐久性的高附加值核心材料，该领域技术门槛高，且要求严格的质量检验程序。得益于全球航空器生产需求扩大、MRO（维护、修理、大修）需求增加，国际航空航天密封胶市场持续增长。然而，市场由少数国际企业主导，韩国市场也一直大多依赖进口产品。在这一市场环境中，NOROO涂料通过参加范堡罗国际航空航天展览会，让全世界看到了韩国航空航天材料技术的竞争力，为进军国际航空航天市场和扩大供应链奠定了基础。另外，本次展览会向国际市场介绍了通过政府超领先技术开发课题取得的研发成果，为确认相关技术的商业化可能性提供了契机。NOROO涂料不仅通过本次展览会展示了自主技术的竞争力，还扩大了与国际航空及军工企业之间的合作网络，进而加强了未来商业化及拓展海外市场的基础。

NOROO涂料有关人士表示，“参加本次范堡罗国际航空航天展览会，让我们有机会向国际航空航天企业介绍NOROO涂料的航空航天密封胶技术，发现更多元的合作机会”，“今后，我们会坚持研发，不断优化技术，带头实现航空军工领域核心材料的国产化，加强在国际航空航天市场的竞争力”。

NOROO PAINT & COATINGS PUBLISHES 2025 SUSTAINABILITY REPORT

NOROO Paint & Coatings (“NOROO PAINT”) has published its 2025 Sustainability Report, highlighting its environmental, social, and governance (ESG) performance and its vision for the future.

Now in its sixth edition, the report transparently discloses the company’s strategies and progress toward building sustainable competitiveness while strengthening communication with stakeholders. The report underwent third-party assurance by an independent organization to enhance its objectivity and credibility. It also systematically presents key achievements across the environmental, social, and governance pillars, supported by quantitative metrics.

In this year’s report, NOROO PAINT disclosed its progress and performance on key ESG issues, including climate action and greenhouse gas reduction, energy efficiency, hazardous substance management, eco-friendly product development and business expansion, enhanced employee health and safety, and sustainable supply chain development.

Under the environmental pillar, the company disclosed relevant performance data in its sustainability report and participated in the CDP assessment to strengthen its climate response capabilities amid the growing importance of climate action. The company also conducts life cycle assessments to quantify the environmental impact of its products throughout their life cycles. Based on these efforts, NOROO PAINT is advancing the development of eco-friendly products and enhancing its environmental management system. The company is also accelerating progress toward “Green 2035,” its mid- to long-term



NOROO Paint & Coatings Publishes 2025 Sustainability Report

environmental management strategy, by expanding carbon reduction initiatives, improving energy efficiency, and developing eco-friendly technologies.

Under the social pillar, NOROO PAINT places top priority on employee health and safety and carries out a range of occupational health and safety initiatives. The company has also strengthened its management framework for building a sustainable supply chain. NOROO PAINT has established a supply chain sustainability management policy and conducts ESG assessments and due diligence while supporting corrective improvements to prevent and manage ESG risks among its suppliers. The company also operates a system for receiving and addressing supplier grievances, enabling it to manage ESG risks systematically throughout its supply chain.

Under the governance pillar, NOROO PAINT has strengthened training on corporate values and ethics and conducted business ethics management workshops for employees in key departments, including sales and procurement. The company also participates in the Compliance Program administered by the Anti-Corruption and Civil Rights Commission, further strengthening its business ethics and compliance management framework. Through these efforts, NOROO PAINT is working to enhance sustainable corporate value by fulfilling its legal and ethical responsibilities, strengthening compliance with anti-corruption laws and regulations, and improving its internal control system.

A NOROO PAINT official said, “By highlighting a wide range of achievements and initiatives resulting from our ESG management efforts, this report offers greater credibility and comprehensiveness. We will continue to strengthen our sustainability management system in line with global standards in areas such as climate action, ethical management, and supply chain ESG, while expanding transparent communication with our stakeholders.”

NOROO涂料股份有限公司发行《2025年可持续发展报告》

NOROO涂料股份有限公司发行《2025年可持续发展报告》，涵盖ESG（环境、社会和公司治理）管理成果和未来愿景内容。

2026年已是该报告第六次发布，旨在透明分享确保企业可持续性竞争力的战略和实施结果，并强化与利害关系方的沟通。经专业机构的第三方验证，保证了报告的客观性和可信度。报告通过量化指标系统地总结了环境、社会和公司治理全领域的主要成果。

NOROO涂料通过本年度报告公开了ESG主要议题的推进现状和成果，包括气候变化应对及温室气体减排、能源效率管理、有害物质管理、环保产品开发及业务拓展、加强员工安全健康、构建可持续供应链等。

在环境领域，公司通过可持续发展报告披露环境数据，特别是为加强近年来日益受到重视的气候变化应对能力，参与了CDP（碳信息披露项目）。另外，公司正在开展LCA（Life Cycle Assessment，生命周期评估），对在产品全过程中产生的环境影响进行定量分析。在此基础上推进环保产品开发和环境管理体系优化工作，持续扩大碳减排、能源效率改善、环保技术开发等活动，加快落实中长期环境管理战略——Green 2035。

社会领域始终将全体员工的健康和安全作为首要价值，推进各种安全健康活动。同时，公司还强化了可持续供应链管理体系。NOROO涂料制定了供应链可持续管理政策，对合作企业实施ESG评估、尽职调查和优化支持活动，从防范和管理两个层面应对合作企业的ESG风险。另外，运行合作企业诉求受理和处理机制，对供应链整体的ESG风险实施系统管理。

公司治理领域加强价值和伦理培训，面向销售、采购等主要部门负责人员开展伦理经营研讨会。参与国民权益委员会主办的伦理经营自主合规项目，持续强化伦理和守法经营体系。NOROO涂料旨在借此切实履行企业的法律与伦理责任，遵守反腐败相关法律法规，不断优化内部管控体系，从而持续提高企业的可持续价值。

NOROO涂料有关人士表示，“本次报告主要围绕切实推进ESG经营过程中积累的各项成果与案例制作而成，提高了报告的可信度和完善程度”，“今后，我们将继续按照国际标准，加强涵盖气候变化应对、伦理经营、供应链ESG等领域的可持续经营体系，持续扩大与利害关系方的透明沟通”。

NOROO PAINT & COATINGS LAUNCHES AI-POWERED COLOR MATCHING SYSTEM “SMARTTINT”

NOROO Paint & Coatings (“NOROO PAINT”) has launched “SmartTint,” an AI-powered, cloud-based color matching system designed to significantly improve color matching accuracy in automotive refinishing.

In automotive refinishing, even when the same color is used, factors such as color values, metallic flake texture, and reflective properties can produce variations in the final finish.

SmartTint was developed to address these challenges by analyzing not only color information but also flake texture, a key characteristic of metallic coatings. While conventional color measurement systems primarily rely on color values and reflectance when searching for and adjusting colors, SmartTint also incorporates particle size data to deliver more precise color matching. This enables the system to reproduce solid colors as well as more complex finishes, including metallic and three-coat colors, with greater consistency.

The measured color and particle data are analyzed using an AI-powered color correction algorithm, which automatically recommends the formulation that most closely matches the target color. Following the initial automatic

correction, the “Smart Correct” feature recommends the optimal tinting agent. Numerical and graphical tinting guides also help technicians determine the necessary color adjustments more intuitively. By reducing reliance on technicians’ experience, shortening color correction time, and minimizing rework, the system helps ensure more consistent quality.

Because SmartTint is cloud-based, color measurement data and correction results can be stored and shared in real time, allowing technicians and dealers to collaborate using the same information. The system also streamlines workflows through Wi-Fi data transfer and uses accumulated data to continuously improve color matching quality.

A NOROO PAINT official said, “SmartTint redefines the color matching process through data and AI. It was developed to improve both accuracy and efficiency in automotive refinishing. We plan to continue integrating AI technology across our coatings business to enhance our customers’ productivity and ability to deliver consistent quality.”

NOROO PAINT has applied AI technology across a range of business areas, including apartment repainting simulation services and AI-powered automated color mixing systems. With the launch of SmartTint, the company is extending its use of AI to automotive refinish coatings and accelerating the digital transformation of the coatings industry.

AI配色系统“SMARTTINT”上市

NOROO涂料推出基于人工智能技术的云配色系统——SmartTint，可在汽车修补涂装工作现场大幅度提升配色精准度。

在汽车修补涂装过程中，即使使用相同的颜色，色值、金属涂料的颗粒感和反射特性等多重因素也会综合作用，导致实际涂装结果与预期存在较大差异的案例屡见不鲜。

SmartTint是专为突破这一现场作业局限开发的系统，其特点是可以同时识别、分析颜色信息和作为金属涂料核心元素的颗粒感(Texture)。如果说传统调色系统只是对色值和反射率进行搜索和校正，那么SmartTint就是将颗粒大小进行数据化处理后，实现更加精准的配色。该系统不仅可以稳定还原纯色，还可以稳定还原金属色、三工序色(3-coat)等高难度颜色。

另外，测得的颜色和颗粒数据会通过基于人工智能技术的校色算法进行分析，自动推荐最接近目标颜色的配比方向。自动校正后进一步提供最佳调色剂建议的“Smart Correct”功能、基于数值和图表的调色指南可以帮助作业人员更直观地判断调色方向。还能降低对作业人员经验的依赖，缩短校色时间、减少重复作业，从而确保稳定的涂装质量。

SmartTint依托云技术，可以实时保存、分享调色数据和校色结果，让工作现场和代理店之间可以共享同一套数据开展协作。SmartTint的另一大特点是可以透过Wi-Fi数据传输功能优化作业流程，利用持续积累的数据构建使用次数越多、配色质量越高的数据驱动架构。

NOROO涂料相关人士表示，“SmartTint是一款基于数据和人工智能技术重新定义配色过程的系统，可以同时提升汽车修补涂装作业现场的精准度和作业效率”，“今后，我们计划在涂料业务各领域积极应用人工智能技术，持续提升客户的作业效率和质量竞争力”。

此前，NOROO涂料已在多个业务领域应用了人工智能技术，如公寓翻新涂装模拟服务、基于人工智能技术的自动调色系统等，此次推出SmartTint，更是

将人工智能技术应用范围拓展到了汽车修补涂料领域，推动涂料产业加速数字化转型。

KIBAN TECH

KIBAN TECH SUPPLIES GREENHOUSE SHADE COATING TO JEJU FARMERS FOR SECOND CONSECUTIVE YEAR

KIBAN Tech has partnered with Daejeong Agricultural Cooperative in Jeju for the second consecutive year to successfully carry out a greenhouse shade coating support program aimed at helping local farmers respond to the impacts of climate change.

From late April through early May, KIBAN Tech and Daejeong Agricultural Cooperative supplied shade coating products and provided training to greenhouse growers within the cooperative’s service area in Seogwipo, Jeju. Building on the positive results of last year’s pilot program, this year’s initiative followed a more structured schedule. Going beyond simple product distribution, the program was organized in stages to ensure that farmers fully understood how to use the coating. Representatives from approximately 40 farms received product-use training at Daejeong Agricultural Cooperative’s main conference hall. On-site demonstrations were also conducted at selected farms, where the coating was applied to demonstrate the technology and build confidence in its performance. The greenhouse shade coating was subsequently distributed to participating farms to help them prepare for heat-related crop damage during the summer.

Developed jointly by KIBAN Tech and the Rural Development Administration, the coating is applied directly to the exterior film of greenhouses. It provides excellent heat-blocking performance, is easy to apply, and can also be sprayed using drones. The product is suitable for a wide range of greenhouse structures and forms a thinner coating layer than comparable imported products. It is particularly effective in preventing fruit cracking, a major challenge for late-season citrus growers in Jeju during periods of extreme heat. The product has been supplied to Inochio, one of Japan’s three largest greenhouse companies, and exported to Thailand, Australia, Mexico, and the Netherlands, demonstrating international recognition of its technological performance and quality.

A KIBAN Tech official said, “Rather than simply supplying products, we focused on providing customized solutions that reflect Jeju’s unique climate and the needs of local farmers. As last year’s pilot program contributed to increased yields,



KIBAN Tech Supplies Greenhouse Shade Coating to Jeju Farmers for Second Consecutive Year

we will continue working closely with Daejeong Agricultural Cooperative to build a genuine model of shared growth in which technological innovation translates into stable income for farmers.”

KIBAN TECH

KIBAN TECH连续两年为济州农户供应温室遮光剂

KIBAN TECH携手济州大静农协，为应对气候危机，连续两年成功推进“温室遮光涂层剂支援项目”，积极争取赢得济州农户的信任。

KIBAN TECH与大静农协于4月末至5月初，面向济州特别自治道西归浦市大静农协辖区内采用设施大棚进行种植的合作社社员，开展温室遮光涂层剂供应和培训项目。KIBAN TECH曾于2025年试运营该项目，取得了积极成果。这次是在去年成果的基础上，以更加系统的日程安排推进。2026年活动不只是简单地提供产品，而是按部就班地让农民一步步熟练掌握技术，由入选的40余户农户在大静农协大会议室接受了产品使用培训。通过选定实际农户开展遮光涂层剂施工等现场演示，进一步提升了技术的可信度。KIBAN TECH还为申请农户分发温室遮光剂，成功构建夏季高温危害应对体系。

这种遮光剂由KIBAN TECH与农村振兴厅共同开发，可以直接涂在塑料大棚外部薄膜上，隔热效果卓越，施工简单，甚至可以使用无人机进行作业。通用性强，可用于多种温室结构，与外国产同类产品相比，这款遮光涂层剂的涂层更薄，对高温期种植济州橘橙杂交品种的农户面临的最大难题——“裂果（果皮崩裂现象）”也能起到很好的预防作用。该产品已出口至日本三大温室专业企业之一的“INOCHIO”公司，还出口至泰国、澳大利亚、墨西哥、荷兰等国家，优秀的技术实力和品质获得了认可。

KIBAN TECH表示，“我们不局限于单纯供应商品，而是专注于提供反映济州气候特征和农户需求的定制型解决方案”，“2025年示范项目帮助农户提高了产量，今后我们将继续与大静农协密切合作，打造真正的共生模式，用我们的技术创新为农户稳定创收”。

NOROO

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