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WE COVER ALL

NOROO

WE COVER ALL



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NOROO

Paint & Coatings

Colors are everywhere and changing spaces with each of their own different colors.
NOROO Paint & Coatings colors the world with the most beautiful and healthy colors.

NOROO Paint & Coatings is always among people and spaces.
A beautiful change created in infinite colors is everywhere we want.
That is the new future that NOROO strives to achieve.

ALL ABOUT COLOR

Endless challenges in the realm of color

Color trends diversely change over time.
NOROO Paint & Coatings moves forward with its challenges
for colors by staying ahead of the current trend.

The power of color makes our lives more interesting and
convenient and brings warmth to the world.
Grounded on the achievements in the past 80 years,
NOROO Paint & Coatings leaps forward and stands tall for more
than 100 years.

NOROO Paint & Coatings achieves in all areas where colors matter.
NOROO Paint & Coatings will constantly move forward to
achieve the dream.

BRIGHT COLOR, SMART WORLD

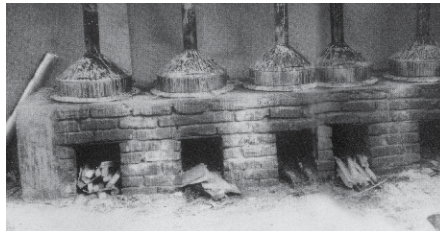
Founded in 1945, NOROO Paint & Coatings has continued steady, meaningful growth over the past 80 years while overcoming countless challenges along the way, becoming Korea’s leading fine chemical company. With its accumulated technical expertise, NOROO Paint & Coatings is building the future that prioritizes both customers and the environment, from developing eco-friendly products and new materials to providing color-based consulting and interior services. Guided by the foundation spirit of serving the nation through business, we develop and innovate technologies for the country, society and the environment, manufacturing and selling a full range of paint and coating products for architecture, interior, automotive refinish, and general industry, as well as resins that form the basis of paint manufacturing. Driven by its management philosophy of “Bright Color, Smart World,” NOROO Paint & Coatings continues its expansion into the global market, strengthening its competitiveness and opening new markets through change and bold innovation. The win-win management philosophy of NOROO Paint & Coatings led to social contribution activities in support of our neighbors. We strive to create a safe and pleasant local community for all by supporting marginalized neighbors. Furthermore, we ensure the infinite possibility of colors and transform our surroundings to become more beautiful through our specialized color-based services. We will stay committed to developing eco-friendly technologies and leading positive changes for a better future for our neighbors and nation as well as humanity and earth, thereby achieving sustainable growth for all.

Business overview

(As of Dec. 2024)

 Company name NOROO Paint & Coatings Co., Ltd.	 CEO Lee Soo-min	 Founded November 1, 1945
 Headquarters 351 Bakdal-ro, Manan-gu, Anyang-si, Gyeonggi-do, Republic of Korea	 Employees 804	 Consolidated sales KRW 793,847,292,349





1945~1954

1945

Proud establishment of Daihan Ink

- 1945** Founded Daihan Offset Ink
- 1945** First production of printing ink for banknotes and textbooks in Korea
- 1951** Honored with the Achievement Award by the Governor of the Bank of Korea
- 1953** Introduced the NOROO Mark as the CI



1955~1966

1955

Modernization of paint production system

- 1955** Completed the first plant in Mullae-dong
- 1956** Renamed the company to Daihan Ink Manufacturing Co., Ltd.
- 1957** Started exporting US Federally Qualified paints
- 1962** Started exporting printing ink to Hong Kong
- 1966** Signed a Technical Alliance Agreement with Nippon Paint Holdings Co., Ltd.



1967~1975

1967

Business diversification and overcoming trials

- 1967** Completed the Guro Plant
- 1968** Acquired the Korean Industrial Standards certification for the first time in the paint industry
- 1971** Presidential Commendation Award for exemplary tax payment
- 1974** Received the Export Achievement Award and Bronze Tower Industrial Medal on the 11th Export Day
- 1974** Completed the 3rd Anyang Plant



1976~1988

1976

Completion of Anyang Plant and business expansion

- 1977** Presidential Commendation Award on the 14th Export Day
- 1980** Established Daihan International Paint Co., Ltd.
- 1982** Awarded the Iron Tower Industrial Service Merit
- 1985** Completed the powder coating plant
- 1986** Completed the automotive paint plant



1989~1999

1989

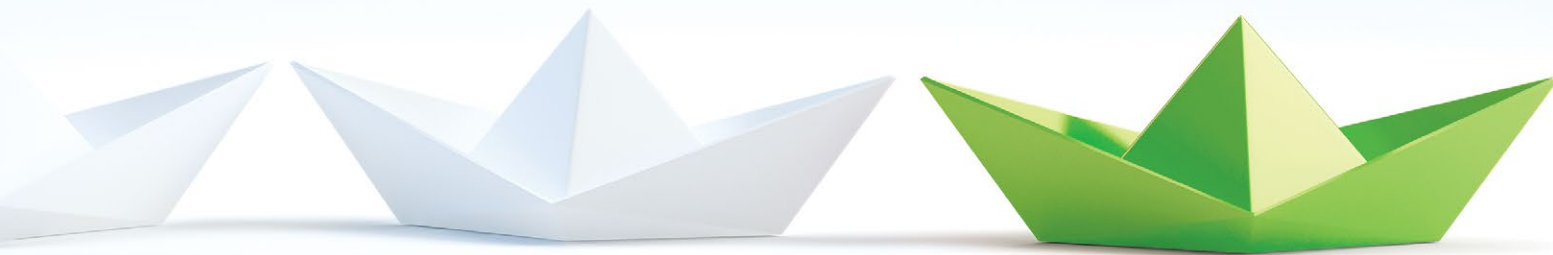
Expansion of production system and specialization by business types

- 1990** Established Daihan BEE Chemical Co., Ltd.
- 1991** Completed the automotive refinish paints plant
- 1993** Awarded the Presidential Award for productivity
- 1995** Exported repair paints to the Forbidden City, China
- 1996** Established Daihan Automotive Paint Co., Ltd.
- 1997** Awarded the Presidential Award on the Statistics Day

CHALLENGE FOR COLOR

80 years of journey heading for the best

Since its establishment in 1945, NOROO Paint & Coatings has established its reputation as Korea's leading paint chemical company. Based on the accumulated technological capacity, NOROO successfully developed various environmental-friendly paint products to ensure safety and wellness in our lives.



2000~2009

2000

Towards a global company

- 2000** Established Daihan Coil Coatings Co., Ltd.
- 2002** Awarded the Presidential Award as the Excellent KS Company on the Standards Day
- 2005** Awarded the Silver Tower Industrial Service Merit
- 2006** Founded a holding company, NOROO Holdings Co., Ltd. and an operating company, NOROO Paint & Coatings Co., Ltd.
- 2007** Completed the Cheonan Plant of NOROO BEE Chemical Co., Ltd.
- 2008** Completed the Poseung Plant of NOROO Paint & Coatings and Hwaseong Plant of NOROO Automotive Coatings Co., Ltd.
- 2008** Received the Presidential Award for the National Quality Award in Environment



2010~2019

2010

Aiming to become the leading company in the global color industry

- 2010** Adopted the NOROO CI integrating management system to NOROO Group
- 2010** Awarded the Export Tower Award on the Trade Day
- 2011** Signed a strategic alliance with PANTONE USA and hosted NOROO International Color Trend Show (NCTS)
- 2013** Certified as an Excellent Company for quality competitiveness for 12 consecutive years (dedicated to Hall of Fame)
- 2014** Established NOROO KIBAN Co., Ltd. for the agriculture and life sciences business
- 2015** Established THE KIBAN Co., Ltd. for the seeds business
- 2018** Completed wage negotiations without dispute for 20 consecutive years
- 2018** Held 2019 NOROO International Color Trend Show (NCTS)
- 2019** Held the *TIDES* exhibition for Milan Design Week



2020~

2020

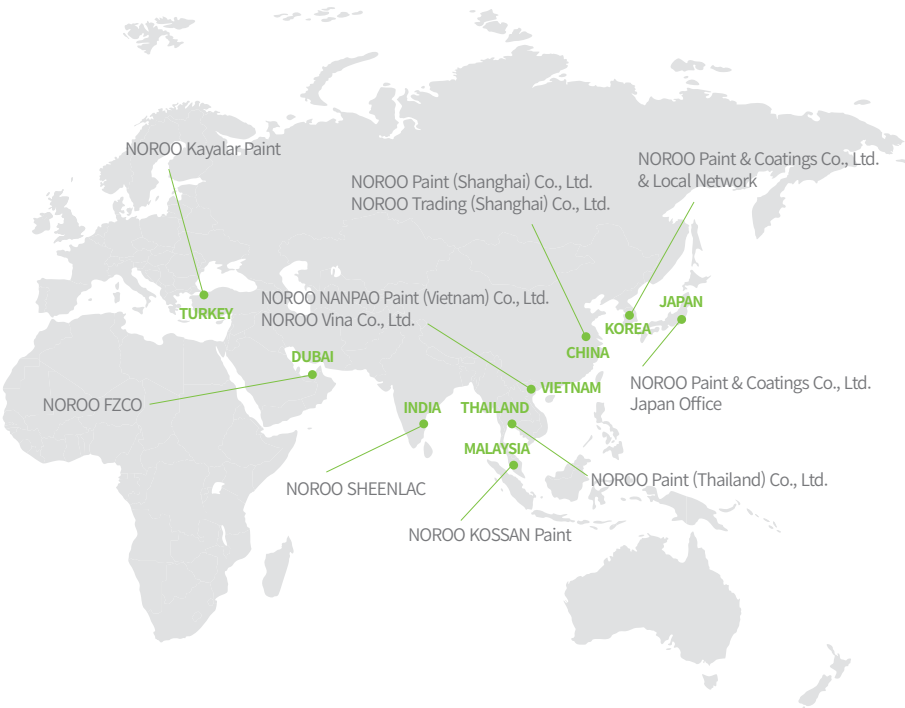
Taking a leap as a surface technology company

- 2021** Received the Minister of Science and ICT Award for contribution to climate change mitigation
- 2022** Selected as an Excellent Company for quality competitiveness for the 16th time
- 2023** Held the *MIRAGE* exhibition for Milan Design Week
- 2024** Participated in Frieze Seoul as an official partner for three consecutive years
- 2024** Unveiled next-gen material technology at InterBattery 2024
- 2024** Held the *Hong Chul Wonderland* exhibition for the 3rd Milan Design Week
- 2024** Obtained Grade A in ESG Evaluation

WORLDWIDE NETWORK

NOROO network abroad

In the 1960s, NOROO Paint & Coatings became the first in the industry to begin exporting, laying the foundation for global expansion ahead of its time. Through continuous R&D backed by strong technical expertise, we have supplied the optimized products tailoring to each local, market while securing distribution networks through strategic alliances and proactive marketing. It has expanded steadily beyond China, Southeast Asia, and Japan to the Middle East and Europe, establishing itself as a global brand. We will continue to position ourselves as a global company representing Korea by expanding our product development and business areas that target not only Korea but also the world.



EUROPE / MIDDLE EAST

- NOROO Kayalar Paint (Turkey)**
Entering the Turkish market and the nearby countries
- NOROO FZCO (United Arab Emirates/Dubai)**
Targeting the automotive refinish paint market in the Middle East

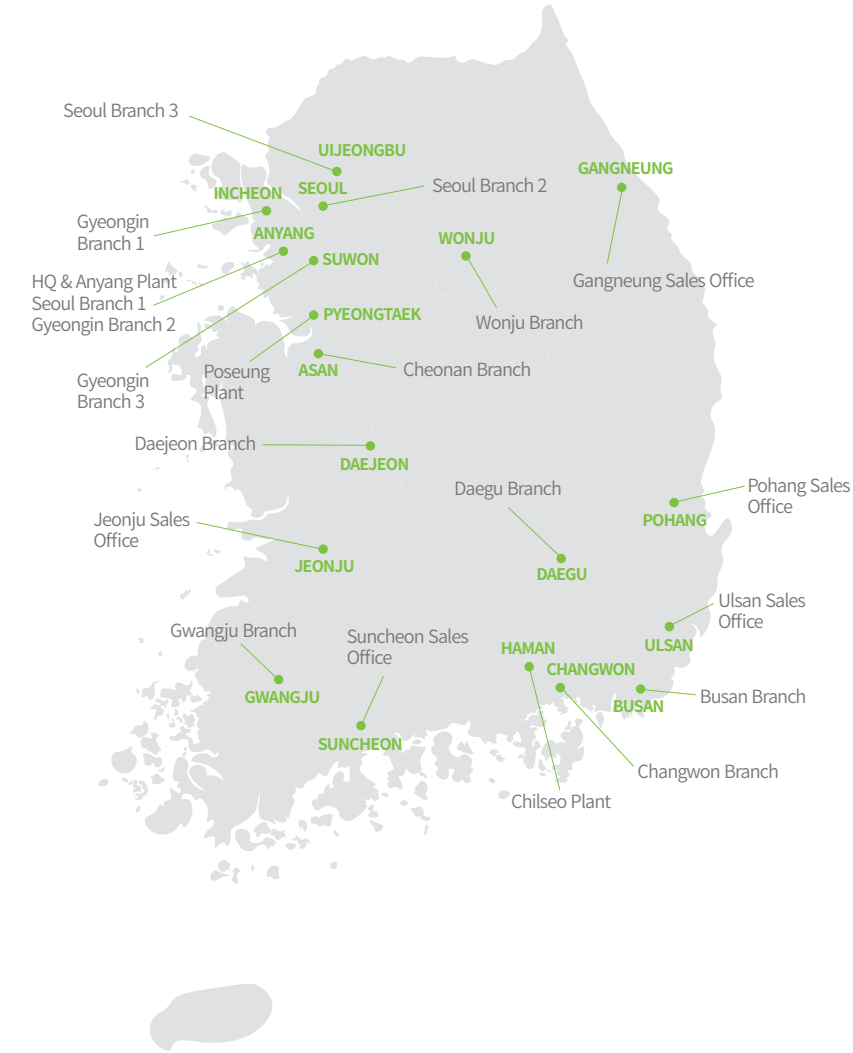
ASIA

- NOROO Paint (Shanghai) Co., Ltd.**
First in China to provide paint services
- NOROO Trading (Shanghai) Co., Ltd.**
Strategic support for new businesses and joint ventures
- NOROO Holdings (Hong Kong) Co., Ltd.**
Bridgehead in expanding globally with consultations on business management and overseas investment
- NOROO NANPAO Paint (Vietnam) Co., Ltd.**
A hub to expand the Southeast Asian market
- NOROO Vina (Vietnam) Co., Ltd.**
Specialized production of paints for mobile electronic materials
- NOROO Paint (Thailand) Co., Ltd.**
Responding to local steel companies with the production of color coated steel sheets and PCM surface coatings
- NOROO KOSSAN Paint (Malaysia)**
Pioneering the market for industrial and automotive refinish paints
- NOROO SHEENLAC (India)**
Targeting the Indian automotive refinish paint market
- NOROO Paint & Coatings Co., Ltd. Japan Office (Japan)**
Promoting technology research and business partnerships

WORTHWHILE CHAIN

Increasing values with NOROO

NOROO Paint & Coatings has solidified its position as Korea's leading fine chemical company, working together with the affiliates of NOROO Group to lead the industry. We pursue independent values in our respective areas, leading the way with expertise built steadily over the time and the stable financial system. We aid in our client's growth and development with a robust value chain and offer the top-notch products and services to create beautiful and convenient spaces for our customers. This solid network across NOROO Paint & Coatings and NOROO Group serves as a springboard toward becoming a top-tier global company.



Subsidiaries and affiliates

- NOROO Holdings**
Establishment of the first holding company system in the industry
- NOROO Automotive Coatings**
Production of world-class automotive paints
- NOROO Coil Coatings**
Specialization in high-quality PCM paints
- NOROO Chemicals**
Production of a variety of high-quality paints
- NOROO Loginet**
Modernization of distribution to fulfill customer-oriented services
- IPK**
Specialization in the production of marine and heavy-duty paints

TECHNOLOGICAL INNOVATION

Sustainable innovation for the future

NOROO Paint & Coatings first established its R&D center in 1986 within the Anyang plant. In 2017, it merged with the Central Research Institute to become what it is today. The R&D center focuses on eco-friendly and ESG-driven R&D, applying biomass and recycled materials while pursuing open innovation to strengthen the competitiveness of our high-performance products. Embracing the Fourth Industrial Revolution, we are actively developing high-value advanced materials to create next-generation growth engines and contribute to national competitiveness. By combining our deep-rooted expertise with cutting-edge research, NOROO Paint & Coatings continues to lead technological innovation across industries and create synergy mutual collaboration.



UL-certified for the first time in Korea's paint industry

NOROO Paint & Coatings is accelerating R&D efforts to meet carbon reduction targets. We became the first in Korea's painting industry to receive UL EPD (Environmental Product Declaration) certification. We are also leading the market by obtaining various eco-friendly certifications with the goal of transitioning to and establishing a circular economy. In addition, we are focusing on developing high-value advanced materials for future markets, including energy, display, adhesive and bonding, defense, and functional materials. Building a strong technological foundation that rivals leading domestic and international companies, the R&D center of NOROO Paint & Coatings is committed to sustainable innovation and social responsibility.

R&D intellectual property management

NOROO Paint & Coatings manages its intellectual property through a research information system that digitizes all knowledge produced throughout the R&D process. Our accumulated intellectual property serves not only as a foundation for future research topics but also as a practical resource for addressing real-world market challenges. Having begun R&D early on, NOROO Paint & Coatings continues to prove its industry-leading technology through a wide range of patented technologies. As of 2023, we hold a total of 341 Korean and 34 international registered patents.

Advancing as a high-tech materials company

NOROO Paint & Coatings has began R&D in electronic materials since 2011. In 2018, we developed materials combining battery and hydrogen technologies, garnering high market attention. In 2024, a wide range of materials used in secondary battery production, hydrogen fuel cells, and water electrolysis were unveiled. The production of next-generation materials for secondary batteries and hydrogen energy has recently scaled up successfully. To date, six materials have entered mass production, including a flame-retardant battery molding agent that absorbs impact and fills gaps between cells, and a flame-retardant urethane foam for ESS that protects battery cells from corrosion in high heat and humidity. Building on the success of mass-producing advanced materials, NOROO Paint & Coatings will continue delivering new economy solutions through ongoing R&D and innovation to meet evolving customer needs.



NOROO CARES FOR EARTH

Environmental management for sustainable development

In the era of the Fourth Industrial Revolution, NOROO Paint & Coatings is working to change and innovate in the field of environmental management. We prioritize sustainability for the future, putting the environment and life of Earth first. NOROO Paint & Coatings will never forget the principle that the ‘environment’ always comes first to achieve sustainable development for the future of the global village.



Development of low-carbon eco-friendly products

Aiming to develop the new eco-friendly products and those for the low-carbon green market, NOROO Paint & Coatings redefines product standards, evaluates environmental friendliness by product, improves environmentally hazardous products, and increases the ratio of eco-friendly products in the portfolio. To keep abreast of international conventions and government-led environmental policies, we lay the cornerstone for dominating the market in advance by developing products which are eco-friendly and respond to climate change.

Smart factory & automation

A smart factory is the intelligent production site that applies information and communication technology across design, development, manufacturing, quality, and distribution. At NOROO Paint & Coatings, a supply chain management system is in place to forecast and manage inventory of key market products. The control of automation technology is also being reviewed for toxic substance storage security and inverter-based energy management. Packaging automation has already been implemented through on-site automation, and expansion of this system is under review.

Sustainable win-win management

NOROO Paint & Coatings collects environment-related information more efficiently and immediately reflects it in our business to ensure sustainable win-win management. To this end, we have strengthened communication channels with relevant departments and stakeholders and operated systems to monitor changes in the global market.



SHARE FOR ALL

Sharing activities for a win-win future

NOROO Paint & Coatings adopted the motto of ‘returning corporate profits to society’ from the very beginning of our journey. We have implemented the human-centric management of sharing by engaging in a variety of social contribution activities. Active volunteering activities participated by our employees contribute to making our society healthy and warm.



Social contribution activities for the community and our neighbors

The sound mind leads to practice changes and they become a solid foundation for corporate growth. NOROO Paint & Coatings has been committed to building a healthy society filled with hope and supporting the underprivileged for ‘self-reliance’ and ‘self-support’. NOROO Paint & Coatings gives more people the opportunity by donating scholarship funds to local schools and rice to welfare organizations and local residents.

NOROO employees join volunteer activities

All employees of NOROO Paint & Coatings engage in various sharing activities under the notion of ‘NOROO is a part of the community.’ NOROO’s volunteer activities include wall painting for schools, facilities for handicapped people, government-owned organizations, and etc. NOROO keeps trying to improve the residential environment of the needy. NOROO beautifully paints the world with colors.

Multilateral governance agreement with diverse companies

NOROO Paint & Coatings engages in various social contribution activities with many enterprises and government-owned institutions by providing eco-friendly paints – Love transformer with Auction Inc., Cool Roof campaign with the Seoul Metropolitan Government and a research center, Building a clean lounge with the Gyeonggi Province Government, Road safety wall painting with Korea Transportation Safety Authority, Wall painting project with CPTED (Crime Prevention Through Environmental Design) by the Ministry of Justice, Wall painting at the Independence Hall of Korea on the 100th anniversary of the March 1st Movement, Beautiful wall paintings at Seoul Grand Park and so forth.

Contribution to local and international communities

NOROO Paint & Coatings is globally expanding its social contribution activities in line with global business strategy. NOROO Paint & Coatings has provided eco-friendly paints for wall painting village projects in Thailand, Laos and Vietnam (Hoàn Kiếm, Le Thanh Tam in Hanoi). NOROO creates the world of coexistence through sharing beyond borders and races. In addition, we annually collaborate with world-renowned graffiti artists such as POW! WOW! for urban renewal projects.



ALL YOU NEED IS NOROO

Colors beyond expectations

The beauty of the world is in colors. NOROO Paint & Coatings is at the forefront of color change and pursues the natural colors at the same time. Starting with eco-friendly architectural paints, we present more than 30,000 kinds of products including paints for DIY, automotive, heavy duty, flooring, waterproofing, electronic materials, mobile, energy saving, coil coating and etc., to satisfy customer needs.



ARCHITECTURAL

Functional products that complete a luxury city Architectural Paint

Various architectural paints of NOROO Paint & Coatings provide differentiated architectural coloring services, based on product technology and ample experience, ranging from residential areas to commercial, public areas and infrastructure. NOROO Paint & Coatings creates the optimized theme for each area and pleasant living spaces, considering the image of a city and surroundings. NOROO Paint & Coatings maximizes the value of a space more than a mere building.

NOROO Paint & Coatings has been selected as an Excellent Company for quality competitiveness 16 times by the Korean Standards Association. With leading technology backed by the industry's largest number of Korean and international eco-friendly certifications, we continue to shape new architectural trends by developing diverse solutions that meet market demands.

Q-fit, our waterborne paint brand for exterior, is NOROO's major green brand, which contains high performance pigments and minimizes harmful substances. Q-fit creates aesthetic effects with 1,600 colors, and has remarkable adhesion and durability. Q-fit can protect exterior walls of all types of buildings without discoloration for a long time.

Soon & Soo, our waterborne paint brand for interior, is an eco-friendly paint free of hazardous heavy metals with minimized volatile organic compounds. Soon & Soo does not cause odor during application and drying process. Soon & Soo is a premium interior paint with superior appearance, leveling, workability and hiding power.



Q-fit signifies a paint beyond customer expectations and pursues future-oriented values. Q stands for the best quality. Cupid's arrow passing through a paint drop symbolizes that customers gain favorable impression on paints.



soon&soo

Soon & Soo is an environment-friendly paint with excellent green technology, safety and workability. Soon & Soo is NOROO's flagship waterborne paint brand for interior which implies both the value and philosophy of consumers' aesthetic satisfaction, nature-friendly living space and improvement in quality of life.



PREMIUM INTERIOR

Space creation from beginner to expert Premium Interior Paint

In today's design elements, color is all around us and has mesmerizing impacts on our moods, emotions and behaviors. Color is also recognized as one of the most important factors that encourages purchases and stimulates emotions of consumers.

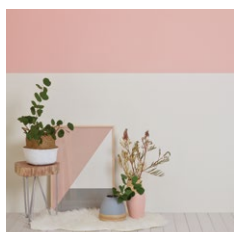
PANTONE Color is the worldwide color language for designers, brand owners and manufacturers. PANTONE Paint by NOROO Paint & Coatings is the only official brand in Korea and NOROO Paint & Coatings is the only authorized producer of PANTONE colors in Korea. PANTONE Paint has more than 2,800 colors to meet customers' diverse needs and bring values to life.

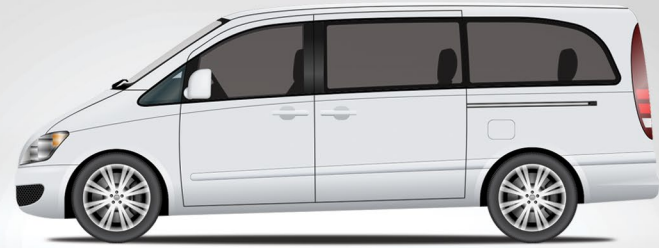
NOROO Paint & Coatings is the exclusive distributor of PANTONE in Korea. NOROO Paint & Coatings is supplied with color matching solution and color measurement software of PANTONE for accurate and consistent PANTONE colors. NOROO Paint & Coatings expertly analyzes color trends and provides various styles and know-how for more effective use of colors.

PANTONE Paint contains antimicrobial agents that block out fungi and harmful bacteria. It is a premium paint that guarantees long-lasting durability and physical properties. It is composed of 100% acrylic to reduce paint splatters. Its eco-friendly premium raw materials and optimal formulation ensure easy application and color expression. It does not require multiple number of coats and maintains the beautiful PANTONE colors for an extended period of time. Even beginners can achieve good appearance after application.

Premium Paints

Inspired by





AUTOMOTIVE REFINISH

Perfect color matching by NOROO's computer color correction system Automotive Refinish Paint

Automotive refinish paint of NOROO Paint & Coatings has been acknowledged for its premium quality by Korean and overseas automakers. We operate a dedicated and automated production line and Refinish Training Center, investing continuously in education and innovation to maximize customer satisfaction, and lead the growth of the domestic refinish industry through relentless R&D activities.

NOROO Paint & Coatings' automotive refinish paint is recognized by automakers in Korea and overseas due to its advanced technology and best quality. We projected the expansion of the global automotive refinish paint market early on, completing the eco-friendly automated production line in advance. Our recently opened Refinish Training Center has been designated as the agency for the Consortium for HRD Ability Magnified Program and is leading the development of the Korean automotive refinish industry.

Leveraging our global competitiveness through overseas joint ventures, we developed automotive colors for both Korean and overseas brands, supplying up to 50,000 different color combinations for automotive refinishing. We are expanding our presence in global markets including the US, China, the Middle East, Southeast Asia, and Africa.



WATER-Q is a water-based color matching system that complies with all environmental laws and regulations in Korea. It has superb physical properties and workability, as well as excellent storability and thixotropy, guaranteeing easy use by simply shaking the product. WATER-Q matches the colors of existing vehicles without needing specialized color-matching technology or equipment, and it reduces costs and environmental impact since it can be reused after long-term storage. The WATER-Q color matching system boasts excellent colors, color matches, workability, price, and performance, and we have a dedicated team in place to promptly solve any issues with about product.



As a patented product developed with differentiated technology, UV-Q is a UV-curable automotive refinish paint that can be used as both putty and surfacer. It is an eco-friendly product that fulfills zero emissions of toxic substances, VOCs, and wastes. It does not waste even a single drop of paint and significantly enhances productivity through reduced drying time.

PROTECTIVE

Reliable protection for infrastructure, pipelines, steel structures and plants Protective Coatings

Protective coatings are essential for corrosion prevention and maintenance of steel structures and other outdoor facilities in extreme conditions. Protective coatings are of crucial importance for all users of anti-corrosive materials on oil rigs, bridges, hydropower plants and pipelines.

NOROO's protective coatings to safeguard bridges can provide various steel bridges with effective corrosion protection, chemical resistance, salt resistance and abrasion resistance. It can maximize in-service time and profitability.

EVACOAT, epoxy protective coatings, is applicable to new construction and maintenance of various industrial buildings and plants. EVACOAT provides excellent corrosion protection and durability, ensuring extended life of structures and efficiency in maintenance. Fire protection coatings can protect the underlying substrates from fires for a certain period of time which can ensure efficient evacuation and protection of valuable goods. Fireblocking and intumescent coatings can be coated on substrates such as steel, wood, concrete, plastics and composites, which when exposed to fire, expand to more than hundred times their original thickness making them act as insulators to keep high temperatures at bay from structural members and protected enclosures.

Protective coatings by NOROO Paint & Coatings offer the complete solution range from the most demanding offshore environments to thermal power plants.



FLOORING- WATERPROOFING

Technology application for facility stabilization Flooring and Waterproofing

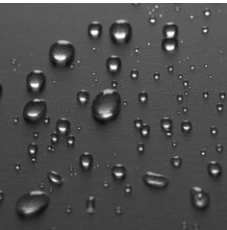
As modern buildings gradually become larger and taller, the improvement in durability for buildings and the quality of waterproofing products is required at the same time. Cleanthane for exposed rooftop waterproofing and Blackthane for non-exposed rooftop waterproofing are highly durable in terms of elongation and film strength for rooftops, parking lots and exterior floors. Cleanthane and Blackthane have superior crack resistance, strong adhesion and waterproof function for a long time.

PROTECH is a polyurea type flooring and waterproofing with rapid drying times. PROTECH is a highly functional paint that is possible to apply even under the conditions of low temperature and high humidity. It offers excellent physical properties, short application and refinish time, and workability. It is applicable to floors of parking lots and factories, insulating waterproofing of rooftops, water tanks, swimming pools, and etc.

Cleanpoxy is applied to various floors including parking lot, factory, warehouse, and etc. Cleanpoxy has reliable chemical resistance, stain resistance and slip resistance. It can protect substrates for long and ensure safe and aesthetic spaces.

NOROO Way, a functional flooring which is applicable to any kind of floor surfaces which require anti-slip properties, is an ultra-rapid paint which hardens within an hour regardless of temperature, achieving both safety and visibility. Eco-Crete is a HACCP certified eco-friendly flooring applicable to the food processing industry.

As fire accidents in buildings occur frequently these days which spread rapidly, NOROO Paint & Coatings has developed functional flooring that has flame retardant performance and continues to develop environment-centered technology for safe residential spaces.



INDUSTRIAL

Color enriches life Paints for Electronics, Home Appliances and Mobiles

NOROO Paint & Coatings is committed to improving the quality of various appliances and facilities in our daily lives, from general industrial products to electronic appliances and cutting edge components. We have coatings for all electronic devices including television, air conditioner, laundry machine and mobile phone. We have kept developing advanced eco-friendly products to supply global market.

Urethane and acrylic paints that are applied to non-ferrous metals, such as electric and electronic devices, have excellent adhesion and durability. We research, develop and launch products applicable to various plastic materials, such as ABS, PVC, PET, etc. We produce and supply highly-functional paints for television and frame bezel with aesthetic appearance and excellent adhesion.

Paints for home appliances

NOROO Paint & Coatings provides functional paints which have various color, gloss, waterproof, abrasion resistance, chemical resistance, color hold-out for international electronics manufacturers.

Paints for plastic parts of electronics

Plastic paints of NOROO Paint & Coatings are the best paints for plastic surfaces of appliances such as television and monitor frame bezel and mobiles. They contain highly transparent polymer and diverse polar group to accentuate substrate characteristics like chrome textures. They have strong adhesion, hardness, heat resistance, wear resistance, humidity resistance and corrosion resistance. They are available in urethane, epoxy or lacquer types depending on substrates.

Paints for plastic parts of mobiles

Plastic paints for mobiles are applicable to mobiles, tablet, Bluetooth and wearable devices and other accessories. They are categorized by types of plastic substrates and application methods. We keep releasing products to respond to diverse substrates used for mobile devices. Smartphone paints are developed by dividing them into interior materials which require electrical insulation, and exterior materials for external protection and various textures. In particular, more diversity is on the horizon for mobile exterior in terms of various colors, textures and functionalities. We continue to develop various product lineups to keep abreast of the changes in the market.





ENERGY SAVER

Energy efficient technology for the environment Energy Saver Urethane

NOROO Paint & Coatings has committed to developing energy efficient technology and introducing new brands for the environment.

NYC °CoolRoofs is a collaboration between NYC Service and The Department of Buildings to encourage building owners and to cool their rooftops with a white reflective coating. NOROO R&D institute has been making progress in Cool Roof business since 2015. It is the green project to reduce energy consumption, cooling costs and carbon emissions. Thanks to infrared reflective pigments, Energy Saver Urethane products can be applied to concrete rooftops and lower the rooftop temperature more than 20°C. It provides buildings with thermal insulation and heat radiation.

Energy Saver Urethane products are certified by ENERGY STAR certification from US Environmental Protection Agency (EPA) and Cool Roof Rating Council (CRRC). NOROO Paint & Coatings also manufactures various energy efficient coatings for steel, concrete, mortar, window and glass.



COIL COATINGS

NOROO Coil Coatings for global PCM industry Coil Coatings

NOROO Coil Coatings, a subsidiary of NOROO Paint & Coatings, has committed to developing and supplying coil coatings for construction materials and home appliances to all the steel companies in Korea. NOROO Coil Coatings also has developed and supplied polyester printing ink, suitable for color coated steel sheet to electronics companies in the global market. The printing ink for coil coating is a special PCM paint with weather resistance and flexibility properties.

PCM paint is classified into general PCM steel, print steel and VCM depending on substrates. NOROO Coil Coatings has supplied their coatings to home appliances such as refrigerator, washing machine, air conditioner, television, etc. NOROO Coil Coatings keeps studying and developing new interior and exterior materials by cooperating with design institutes of global electronics companies.

The main business of NOROO Coil Coatings is surface treatment coatings used in a variety of industries such as home appliances, buildings and automobiles. NOROO Coil Coatings not only supplies customized surface treatment coatings to global steel companies but also globally expands its business through the R&D institute and overseas manufacturing site.



GO BEYOND WITH NOROO

Imagine color, beyond what you can imagine

NOROO Paint & Coatings is striving to add luster to unique and beautiful colors in every possible area we can imagine.

The color spectrum of NOROO Paint & Coatings is as diverse as presented by the urban renewal project through wall painting, fashion collaboration with the world's renowned fashion designers, and the NOROO International Color Trend Show, where color trends and design inspirations are presented, and the color artwork collaboration projects with famous artists.

From architecture to environment, culture and fashion, and even art. NOROO Paint & Coatings remains relentless in its ongoing challenges.

SPREAD OF COLOR CULTURE

Promoting color culture and elevating the value of paint

In today’s world, color influences much more than just visual enjoyment; it shapes emotion, mood, and even brand identity. Within this context, paint is being redefined as a valuable resource with growing influence beyond a simple tool. Color in paint serves as a medium for creative expression. Functional paint solutions have become essential to enhancing the quality of life and adding richness to our everyday spaces. NOROO Paint & Coatings continues to promote color culture and the value of paint, growing as a company committed to constant innovation and social responsibility.



Color Design Center & NSDS

In 1987, NOROO Paint & Coatings established the industry’s first color research lab, establishing itself as a true color-focused company. Since then, the business has expanded while spreading the positive impact of color. The Color Design Center and NOROO Seoul Design Studio (NSDS) form a Creative Knowledge Group that delivers color consulting based on deep analysis of social change and global trends, offering tailored solutions to clients and companies. By building a strong network with creators both in Korea and abroad, NOROO Paint & Coatings also fosters insight-sharing and collaboration around color.

NOROO International Color Trend Show (NCTS)

Released by NOROO Paint & Coatings in 2011, NCTS is now regarded as Asia’s largest color and design trend event. Bringing together global artists and designers active in various fields such as fine art, design, architecture, fashion, and interior design, along with NSDS, NCTS shares emerging color flows and trend keywords observed across the society. This convergence reveals the creative directions driving change. The vibrant colors and inspiration presented at the show not only forecast future trends but often help shape them.

Color & design trend book: COVER ALL

Published annually, *COVER ALL* is a trend book reflecting NOROO Paint & Coatings’ high experience and research in color and design. Since its first edition in 2016, themed around *Humanities*, *COVER ALL* has offered in-depth insights into global design trends and shifting social dynamics. It continues to serve as a practical resource for professionals in planning, design, and marketing. The eighth edition that was released in 2024 explores the themes of Mobility, Object, and Space, aligned with current global design movements. It introduces 48 key trend colors along with directional insights by category, strategies for effective use of color and materials, and combination mood boards that provide practical ideas ready for real-world use.

Official partner of Frieze Seoul

NOROO Paint & Coatings has been an official partner of Frieze Seoul for three consecutive years. We also served as exclusive paint supplier for the exhibition space. To help create the best possible viewing environment, NSDS has worked closely with the event organizers to select the space’s color palette through professional consulting. In addition, exhibition-exclusive bespoke paints were developed and supplied by NOROO. During the event, a large media wall was installed in the venue to showcase NOROO’s unique color technology. The screen played highlights of *Hong Chul Wonderland*, an installation from Milan Design Week that drew over 20,000 visitors and received positive reviews on site.



COLOR COLLABORATION

Bringing artistic value to life through color collaboration

NOROO Paint & Coatings leads a wide range of color collaborations that elevate artistic value, transform spaces, and enhance the presence of artwork. Exhibition spaces not only highlight the uniqueness of each piece but also shape the environment while guiding the visitor’s circulation through the venue. With its rich palette, NOROO Paint & Coatings delivers color solutions that elevate both space and experience. Eco-friendly paints also ensure a safe and pleasant environment for appreciating the work on display.

Milan Design Week 2024 HONG CHUL WONDERLAND

NOROO Paint & Coatings made its debut at Milan Design Week in 2019 to showcase the power of color and its identity as a color expert. The first exhibition, *TIDES*, created with Korean artist Kwangho Lee and Nordic design duo Wang & Söderström, was selected as one of the top exhibitions at Milan, marking a strong start. In 2023, NOROO Paint & Coatings partnered with Polish design studio UAU Project to present *MIRAGE*. Most recently, at Milan Design Week 2024, we introduced *Hong Chul Wonderland* by Okuda San Miguel in collaboration with Spanish artist Okuda San Miguel and Korean entertainer Ro Hong Chul, who is known for his non-stop energy and ever-changing colors. Built on NOROO’s vivid color palette, the exhibition delivered comfort and emotional resonance to audiences navigating an anxious world. It received favorable reviews as an exhibition fit for a global design festival. It also won the main prize at the Red Dot Design Award, one of the world’s top three design competitions, in recognition of its creativity and originality.

NOROO’s color content meets Japan COVER ALL Vol.03 Launching Exhibition in Japan

On November 29, 2018, NOROO Paint & Coatings held a launch event for the *COVER ALL Vol.03* at the event hall of Tsutaya Bookstore inside GINZA SIX, Tokyo. The exhibition was themed around ES-SENSE (Essence) and was planned as part of NOROO’s initiative to bring its color content to a global audience. Through kinetic installations filled with symbolic imagery reflecting inspiration and creativity in the time of change, the exhibition presented a vibrant and immersive experience. Also the cover design for *COVER ALL Vol.03* by artist Fabian Oefner was featured, known for connecting scientific phenomena with color and technique to create compelling visual narratives. The cover image was created using his signature “Explosion Collages” technique, which visually captures invisible forces breaking a surface into fragments. Since then, NOROO Paint & Coatings has continued to publish *COVER ALL* annually. Now in its eighth edition, the book shares global color trends and insights and is available in major global design hubs including Seoul, Milan, and Tokyo.