“KCC Supro Wellbeing” is in full bloom

Beautiful as Nature, Clean as Nature!
We have captured nature by applying premium technology of “KCC Supro Wellbeing”.
Cleanliness lasts long, while people and nature become ever happier thanks to KCC Supro Wellbeing’s colors with the latest nanotechnology and antibacterial functions.
KCC’s Advanced Technology to Lead the Market

The role of powder coatings that are coated onto the aluminum wheels is becoming increasingly important. KCC Jeonju Plant currently manufactures eco-friendly powder coating with excellent performance based on its optimized system. KCC’s powder coating not only assigns superior durability and corrosion resistance performance but also adds luxurious look on automotive Al-wheels. KCC’s advanced technology that upgrades the value of automotive Al-wheels is one of the elements that lead the market.
Glad to meet you! We are HomeCC Interior!

When we think of exterior and interior materials such as paints, flooring materials, silicones, etc., KCC is the company that comes to our mind the very first.

Customers are saying, “KCC is a trustworthy company”, and KCC is proud to provide them with reliable products and services. KCC now wishes to reach out to customers more closely by opening extra HomeCC Interior display stores nationwide.

KCC continuously puts in a lot of effort to develop eco-friendly building and interior materials. Visit our HomeCC Interior display stores and see our outstanding building and interior products!

HomeCC Interior’s signature color orange symbolizes intimacy and friendliness and this shows KCC’s firm resolution to reach out to its customers. HomeCC Interior wishes to welcome you to its new HomeCC Interior design packages!
Takes a Step Forward to Customers!

Many people dream of living in a magnificent home that reflects an individual’s own cultivated style. Unfortunately most people lack even minimal expertise of how or where to start. In which case, most people just crumple their dreams because interior design seems a monstrous difficulty. Now, however, thanks to HomeCC Interior, people can actually have their dream house!

Easier with HomeCC Interior!
HomeCC Interior offers interior design sets so that customers may select a style of their own and continue creating according to their personalized attributes and taste.

HomeCC Interior offers three key interior styles. Each set equips the customer to survey and select building materials and furnishings such as flooring materials, wall paper, lighting, tiles, and everything down to the smallest details such as doorknobs.

Recently, HomeCC Interior opened a HomeCC display store in bustling locales in Korea, specifically Gyeonggi province, Gwangju, Busan, Changwon, and other cities where customers can acquire interior items from the home-deco corner. Within each single product zone of the home-deco corner, customers can compare and select items at their own discretion. A customer may handle and inspect bathroom products, lighting, windows, doors, countless hardware items and major products related to building out their dream interior.

Furthermore, HomeCC Interior offers consulting services and transparent price estimates for customers who visit the display store on the spot. HomeCC Interior achieved this feat of pricing transparency and utmost customer care by deploying top-rate interior planners and qualified partners who have pledge to serve the customer’s interest as first priority.

In addition, customers can enjoy a total, one-stop interior shopping experience as KCC offers not only our partners’ construction services but also A/S. Thus, the whole process from selection to construction to maintenance joins together under one roof and brand, HomeCC Interior.

As can be seen, the HomeCC Interior pavilion has garnered praiseworthy attention from visitors as a one-stop service. With our marquee service, customers may check out interior designs and price estimates as the items in the store always follow a policy clearly listed prices. Greater customer convenience is our motivational force. Above all, HomeCC Interior offers interior design sets so that customers may select a style of their own and continue creating according to their personalized attributes and taste.

Creating Stylish Space with Interior Design by each Style
As more and more modern people enjoy a high standard of living and the comforts of present day, KCC has designed a series of most preferred interior designs by analyzing customers’ various needs. Our survey, analysis, and planning established a few key model homes that serve some very distinct customer categories while still leaving room for individualization.

Based on this series, HomeCC Interior has sourced materials for each interior package so that customers can confidently select their desired interior design and purchase windows, wall paper, tiles down to ever smaller details. The sets of the HomeCC Interior series save customers the time and effort of having to choose building materials from start to finish. We give customers a needed boost and confidence to tackle their dream interior design.

For 2015, HomeCC Interior has proposed three concepts for interior design packages: Organic, Soft and Trendy. Organic puts emphasis on creating a comfortable and peaceful space where residents can take a good rest.

Natural materials compose an emotionally cozy atmosphere while organic patterns and point finishing materials add liveliness through the scheme. Soft emphasizes spaciousness and simplicity. This style is an understated interior design that pares away excessive decorations.

For the background, calm and natural colors dominate while the kitchen furniture and lighting signal classical elements. Lastly, Trendy creates a luxurious space built upon a black and white color scheme that intimates an urban atmosphere. Dark colors appear here and there to add contrast and boldness.

To evoke change while giving a sense of unity at the same time, mono tone colors appearing in various textures permeate the design.

HomeCC Interior Takes a Step Forward to Customers!

Tip
Three Competitive Powers of HomeCC Interior

Extension of B2C - With display stores nationwide, HomeCC Interior provides high quality consulting and construction services along with transparent price estimates.

One-stop Service - By visiting the HomeCC Interior display store and choosing to purchase a particular style out of the three key packages, customers can enjoy one-stop shopping that bundles an automated quotation service, consultation from interior planners on the spot, and authorization to make contracts directly.

After Service - As a sign of steadfastness and trust-worthiness, HomeCC Interior guarantees A/S for a year on KCC products.
Proposing Interior Design from the Customer’s Perspective

It is not easy to take into account the complex steps of the interior when making a contract, receiving quotation, construction and A/S. That’s why it’s always helpful to meet interior planners who provide professional consultation to customers. Ms. Seon-Yeong Jeong, who is the first interior planner in the Gwangju region, expressed her hope to make customer’s lives more lavish by helping them with perspective of an expert, but from the customer’s standpoint.

A New Concept of an Interior Expert

HomeCC interior planners are a new concept for interior experts that you couldn’t find until now. They stand in the customer’s shoes and offer them a comprehensive consultation—from how to make a contract, quotation, construction and even the A/S—thus helping them enjoy one-stop shopping.

Customers can receive a professional consultation from interior planners by visiting HomeCC Interior stores or reach them by phone or through the internet. “We propose how to customize interior designs by considering their preferred taste, lifestyle and financial status. Then, we make a visit to their house to make an actual estimate and provide them with a transparent quotation service. Keeping the balance between the customer and the expert’s standpoint is very important as interior planners stay with the customers.” Ms. Jeong added by saying, “What is more special about HomeCC interior planners is that they are mostly in the age group of housewives, which is the age group that makes up the majority of interior customers so they understand the minds of customers better. Plus, the interior planners are equipped with expertise as they have various years of experiences in interior planning, design, sales and marketing.” Before actually meeting customers, they receive a systematic education on the HomeCC Interior packages, the interior’s latest trend, the contract procedures and customer service, etc.

In addition, they receive education on how to effectively communicate between customers and interior partners since having successful communication with partners who actually perform the construction work can lead to a satisfying results.

Ms. Jeong emphasizes that she was able to witness and learn about the strengths of HomeCC Interior packages by receiving such education from KCC. “HomeCC Interior proposes a solution to customer’s most concerning areas. KCC not only lessens the difficulties of choosing the right materials but also guarantees the A/S once the construction work is done. Plus, customers can now enjoy interior shopping more conveniently thanks to packages by each style of HomeCC Interior.”

Making Our Lives More Pleasant

Ms. Seon- Yeong Jeong, an interior planner, was busy dealing with customers who visited the store for the first time. Ms. Jeong said, “I felt glad to hear such great comments from our customers. It means a lot to me that I got to have the title of the Gwangju region’s first interior planner and that I get to work at a recently opened store. I will put every effort to give a good impression of HomeCC Interior to our customers.”

For the last 10 years Ms. Jeong developed her career as an interior expert at an interior company specializing in residential houses. But she had a desire to meet more and diverse ones and have a deep knowledge of the interior, so it was natural for her to join KCC as a HomeCC Interior planner. She made a fresh resolution that she would approach customers with her experience and expertise along with her unique delicacy and friendliness.

“I focus on proposing an interior design that considers the balance of the entire house rather than focusing just on a particular material.” She wished to make a more pleasant life for residents and she saw a bright future of HomeCC Interior through her aspiration.

JEONG SEON YEONG

KCC HIGHLIGHT

Interview

Proposing Interior Design from the Customer’s Perspective
Targeting the Global Cosmetic Silicone Market

Relevant Growth of the Global Cosmetics Market
It is safe to say that almost everyone in the modern society wants to be beautiful. We can easily see the modern day people’s desire to become beautiful just by looking at the steady growth of the global cosmetics market from approximately $236.6 billion in 2012 to $246.8 billion in 2013. In particular, consumers prefer skin care products that feel light and have excellent anti-aging function in response to aging caused by dry indoor and outdoor environment. In terms of color cosmetics, cosmetics with higher and better functions are gaining popularity such as the emergence of *BB cream, *CC cream and *DD cream. Cosmetics market for men is also developing highly functional products in line with the trends in the cosmetics market.

Cosmetic silicone has a wide range of application from color cosmetics to hair care products. Being the only cosmetic silicone manufacturer in the country, KCC is dedicated to developing highly functional products in line with the trends in the cosmetics market.

As such, cosmetics produced by leading domestic companies such as Amore Pacific and LG Household & Health Care who are being recognized for excellent products in China as well as the world are using cosmetic silicone produced by KCC as their raw material. Cosmetic silicone is widely used as a cosmetic ingredient because it is colorless, odorless, heat resistant, has excellent breathability, and smooth when applied on skin. In addition, it also prevents aging by forming a protective layer on the skin to prevent loss of moisture and block oxidation. Because of this, cosmetic silicone has a very wide range of application for not only basic cosmetics such as skin toner, lotion, essence and cream, but also for color cosmetics like lipstick and lip gloss, as well as, hair care products such as shampoo and conditioner.

KCC, Leaping Forward to World’s Top 5 Cosmetic Silicone Company
KCC is a unique domestic company that synthesizes its own cosmetic silicone and has been making full efforts in new product development since the launch of unique KCC brand “KCC Beauty” in early 2013. Meanwhile, it showed a remarkable performance of leapfrogging toward the top 5 cosmetic silicone company in the world by setting forth raw silicone materials such as “Silasol” which helps other ingredients with different functions to dissolve. KCC is targeting the annual 1.3 trillion won cosmetic silicone market with highly functional products that cater to customer demands.

KCC, Sparing No Efforts to Develop Unique and Highly Functional Products
In the rapidly changing cosmetics industry, products that are receiving the most spotlight include the following: products that protect skin from air pollution through word of mouth for having excellent technology and reasonable prices in line with the trends. Especially, cosmetics from domestic companies are gaining popularity in China as well from the influence of the Korean Wave. A Korean Wave of cosmetics is creating a sensation as visitors from China are often buying boxes of Korean cosmetics.

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Cosmetics are products that are used selectively to cultivate healthy and beautiful skin. So, people are bound to search for cosmetics that are well suited to their skin type and are very effective. Because of this, when people come across such information, they immediately take notice of new products and test them out. The steady growth trend of the cosmetics market at 4% annually, despite the global recession, is the circumstantial evidence of such consumers needs. Therefore, developing a differentiated product is an essential element in the cosmetics industry.

KCC realized such market trends and began developing its own cosmetic silicone with excellent all-round properties for the first time in the country starting in 2006. A silicone raw material manufacturing plant was built to establish a production system and a full-scale domestic development was begun. Hydrocarbon compound was mostly used as the main ingredient in cosmetics before, but KCC replaced this by synthesizing a cosmetic silicone that is superior in 3 main ways. The first superiority of cosmetic silicone can be said to be its smooth texture. Because silicone has low surface tension, it easily spreads on the skin and hair. It not only helps the spread of other ingredients but it also has a very soft feel because it is not sticky. In addition, because it has excellent water repellent property by having low affinity to moisture, it prevents makeup from coming off due to sweat or oil on the skin. Furthermore, it doesn’t irritate and is safe by being colorless, tasteless and odorless. And because it has excellent gas permeability like oxygen, it does not interfere with the skin’s breathing to exchange energy metabolism or regulate body temperature.

Such cosmetic silicone that is harmless to the body and with excellent all-round properties was only used as an additive that was mixed in small amounts during the initial phase of import from abroad, but products that have various characteristics are being released with the help of technological developments. As silicone’s functions or characteristics have recently developed to the extent to even determine the main quality of cosmetics, we can see what an important factor silicone is in determining the characteristics of products.
KCC’s cosmetic silicone, the completion of differentiated functional products

Silicone products used in cosmetics are classified as oil, emulsion, wax and paste, depending on the type. Functionalized cosmetic silicone is essential to developing a specialized product, and KCC is mass producing products that are highly functional, multi-functional, and differentiated for each customer by jointly developing products through collaboration in accordance with main cosmetic companies’ needs and projects. KCC’s cosmetic silicone include SeraSense (compound word of Spanish Sera and Sense: product for good skin texture) and Serasol (compound word of Sera and Soluble: product that helps to dissolve other properties). And by further developing relevant products, KCC has established a lineup of cosmetic silicone products. Among these, let’s take a closer look at some of the most recently developed silicone products.

SeraSense⃕ SF methyltrimethicone that has excellent stability is a volatile silicone oil, which is a type of oil for replacing cyclic volatile oil that is recently refrained from use. Its main characteristics is unique wearability, excellent spreadability on skin and fast drying, and it is being evaluated to have the lowest likelihood of generating alcohol properties during storage compared to products from other companies.

The role of SeraSense⃕ AC is to form a smooth film for makeup products. In other words, its main characteristic is stable compounding with other organic materials by being highly water repellent and sustainable. Because the manufacturing process is very complex, it is a silicone product that requires advance technical skills. In addition, SeraSense⃕ PB is often used with color cosmetics or hair care products as it creates a strong film by having excellent water repellency and sustainability. Its main characteristics include minimization of smearing when combined in products such as lipstick, and it strengthens holding power in the case of hair serums while leaving no residue after washing. The products introduced above are only some of the functional products that have been recently developed. Other products include: SeraSense⃕ SP series 13 silicone elastomer powder that is widely used in powder products as it has excellent sebum absorbency, wrinkle filling effect and smooth wearability; SeraShine⃕ EM 92 that is effective when used in hair care products for damaged hair; and SeraSilk⃕ EM 602 that is widely used in basic cosmetics such as essence or skin (toner) mist, as well as, hair care products for oily hair, color cosmetics, etc., as it has silky smooth wearability.

Like this, KCC is researching, developing and presenting a variety of silicone to develop differentiated cosmetics according to the product characteristics desired by customers. If you are a consumer looking for the perfect product for moist skin, look nowhere else than various silicone products from KCC Beauty. You will be able to find the best products for moist and smooth skin.
The Leader of Korean History of Cosmetics Envisions Future with KCC

The Hankook Cosmetics plant sitting on a 53,000㎡ plot of land in Eumseong, Chungbuk, is where people who dream of developing the world’s best cosmetics work. This site is the living history of Korea’s cosmetics and the company that has devoted itself to only developing cosmetics since the founding in 1962. Hankook Cosmetics is a master artisan in terms of cosmetics as it has made efforts in safety and highest quality and by providing differentiated products through unique technology.

"Because cosmetics are products that are used directly on the body, safety is our biggest concern. So, we have made great efforts to build the trust of the customers accordingly. As a result, we have been recognized as a proper CGMP company in 2013, which is a drug manufacturing and quality control standard strengthened through rigorous screening by the Korean Food and Drug Administration. And by acquiring the ISO 22716 certification since then, which is an international standard for good manufacturing and quality control, we were once again officially recognized as a trustworthy cosmetics manufacturer. As befiting for a company which has dedicated itself to cosmetics for half a century by meeting the fast-changing needs of the consumers, our unique technologies based on biotechnology, various patented technologies, among others, can said to be the best in the industry."

Plant Manager Seong-soon Park who was dedicated in cosmetics development for the past 39 years recalled the first meeting with KCC during a special time. In 2009, Hankook Cosmetics was preparing for the next 50 years after leading the way for half a century since its founding and was again reviewing the raw materials used in cosmetic manufacturing.

"For a cosmetic manufacturer, changing the existing raw material supplier is not an easy task. This is because it is followed by safety issues. Hankook Cosmetics was performing another review of the overall raw materials while producing Original Equipment Manufacturing (OEM) and Original Design Manufacturing (ODM) products starting 2009 to make a new leap forward since producing company’s own products. At the time, KCC was also conducting strategic public relations seminars while developing and producing silicone for cosmetics. Hankook Cosmetics participated in that very seminar and was able to gain assurance on the competitiveness of KCC’s cosmetic silicone products."

In that very moment when the two companies’ needs were met, Hankook Cosmetics and KCC became the best partner that would share a successful future.

Shining the light on the technology of Hankook Cosmetics

KCC’s cosmetic silicone that is releasing various products through continuous research and development is shining bright light on cosmetic manufacturing. "I think the colorless and odorless cosmetic silicone is the best cosmetic raw material in many aspects. Though there are small variations, KCC’s cosmetic silicone is contained in almost all of the products manufactured by Hankook Cosmetics from basic skin care products to makeup and even hair care products. This is because it is not only excellent in terms of spreadability and moisturizing, but it also influences the formulation of cosmetics to increase user convenience and add shine and gloss in the case of makeup products."

KCC’s cosmetic silicone produces products that are loved by the consumers because it also influences the formulation of cosmetics to increase user convenience and add shine and gloss in the case of makeup products.

Since 7 years of partnership between Hankook Cosmetics and KCC’s cosmetic silicone, there hasn’t been any claims made on products and it has naturally contributed to sales increase of Hankook Cosmetics. Plant Manager Seong-soon Park at Hankook Cosmetics sends unbounded support for KCC’s cosmetics silicone, which is increasing its market share through development of a variety of materials. As Hankook Cosmetics create synergies with KCC who is leading the development of cosmetic silicone, we can’t help but look forward to their promising future.
Our Outstanding Technology

Powder Coatings
Assign Superior Physical Toughness and Beauty to Automotive Alloy Wheels

Powder coatings protect and add beauty to your car’s look by providing fashion to the Al-wheels. The development of powder coatings has played a major role in upgrading the quality and allure of automotive Al-wheels. "EX8816-FL series," one of the most popular products developed by KCC with its cutting-edge technology, gives a luxurious gloss along with excellent technical performance to your car wheels.

By Young-hyun Kim / Jeonju-Powder Coating Research Team

Assigning Durability and Esthetic Elements to Automotive Alloy Wheels!
Al-wheels take about 70% share in domestic market in automotive wheels, and the share is continuously increasing due to its special attributes: lightness and toughness even more superior to the stainless steel. Automotive Al-wheels go through a series of sophisticated manufacturing steps. Among these steps, the coating process is the last yet the most important stage that completes the manufacturing of automotive wheels. This process takes the core part to decide its durability and even adds esthetic elements as well. All together, it raises the wheel’s commercial value. The coating process for alloy wheels consists of three main stages, so called ‘the 3-Coating system’.

First, the powder coating is coated onto the alloy wheels. Next, a liquid type of paint is coated over the first coated layer, and last clear coat is applied for the finishing touch.

While automotive coatings have powder and liquid types, the powder coating system is widely used for alloy wheels, because it can be micro-sprayed even on a narrow area and more thickly painted than liquid coatings. Moreover, powder coatings release less VOC fumes in application process, so it’s eco-friendly. Best of all, the powder coatings imparts a luxurious look to your car’s wheels. Furthermore, the powders electrostatically binds to objects. Under high temperature conditions, the powders are melted and form a smooth film bound to the wheels for an intense look and performance.

Aluminum Wheel Coating System
Generally, the alloy wheel’s coating procedure follows some basic steps.

First step: Primer coating
For the primer coating, black or grey powder coating is applied on top of wheels that have been pretreated. It composes the basic stage of securing an excellent look. This process covers the rough surface of an alloy wheel to make surface look smooth. As one of its important roles, the primer coating empowers the wheel to endure physical damage. Thus, adhesion between the powder coating and the aluminum wheel is very important. Once the coating layer has hardened to a temperature of over 150℃, the primer coating stage is completed.

*Diamond Cutting (D/C)*
This secondary process takes place before applying clear coat. In this process, an oxidized surface or some coated area is grounded, then a clear coat is applied to prevent further oxidation and make it glossy.

*Aluminum wheel coating procedure*

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*Aluminum wheel coating procedure*
Second step: Base coating
Once the powder coating has completely hardened, it goes on to the base coating process. Liquid paint is sprayed evenly on the entire wheel, and this step gives a sleek and well-crafted exterior. During this process, colors of wheels and adhesive properties between primer and clear coat are determined. After the base coating, the Diamond Cutting Process is the next step.

Third step: Clear coating (liquid or powder type)
This final stage of coating imparts a gloss to the surface. Clear coat is sprayed on the surface to protect the lower layer of coating. Clear coat protects the very outer part of the wheel where corrosion resistance and weather-proof performance are critical.

EX8816-FL series, Next Generation’s Powder coatings for Aluminum wheels
Alloy wheels are automobile’s parts that hover close to the ground and even roll across surfaces constantly. Therefore strict evaluation methods are applied for a high quality standard. Corrosion resistance performance is a necessary evaluation criterion of automobile wheels. This criterion checks whether wheels can prevent corrosion caused by ultraviolet rays or moisture. Plus, the mechanical property criterion checks the wheel’s endurance of physical shocks from such debris as sand and stone. An automobile wheel’s quality depends on the thickness and firmness of the powder coatings that are applied onto the wheel. Powder coatings play a crucial important role of enduring external shocks, and such role is critical to a car’s drivability and comfort.

Meanwhile, providing a luxurious look to automobile wheels is just as important as performance. Thus it is important that researchers carry out combined development of upgrading functional performance and the leveling performance. Clear coat, which is applied at the final stage, provides corrosion resistance performance. The wheel undergoes many tests in order to check if the coating is well painted. In order to upgrade the powder coating’s solidity, researchers have reorganized its contents from resin to new additives. Now as a result of toll and high-grade research, KCC has released a hybrid type of powder coatings, name EX8816-FL series. EX8816-FL series is currently increasing its market share in the market with its outstanding quality. It has earned accolades for its excellent durability and its reduction of pollutants. In general manufacturing process for applying powder coatings on alloy wheels, a certain amount of time must be required until the powder reaches an optimum curing temperature. Up until that point, there is a risk of being exposed to pollutants. Considering this risk, KCC developed EX8816-FL series into low-temperature curing type and lowered the standard by 10℃. This formulation means that it now takes less time to reach an optimum curing temperature, which naturally leads to the reduction of time and exposure to risk.

Powder coatings for Aluminum Wheel that Meets Market Demand
Being negligent in the quality control leads to a severe loss of time and cost given that manufacturing a single alloy wheel takes a significant amount of time and a lot of processes. Considering its manufacturing attributes, developing a powder coating that holds the lead in reducing time and cost, yet enhancing quality and workability will be the pivotal task to improve the entire wheel-manufacturing industry. Powder coating enables to apply on alloy wheels through an automated system, but this comes true only if the product has the sufficient compatibility with other products and an excellent exterior quality but also strong durability.

With an optimized primer and clear coating system that satisfies the market, KCC’s powder coating research team will continuously put more efforts into developing high quality powder coatings to secure leading technology.

Product name
EX8816-FL series
Exterior
Upgraded flow rate, Realized luxurious look through reduced gloss
Curing temperature
Can secure up to 160℃
Features
Fast curing shortens the time of being exposed to pollutants
Excellent coating film solidity and adhesive property
98% of approval in the final quality test

After automotive wheel coating is completed, testers make a scratch on it to check if it can endure corrosion caused by external environment such as ultraviolet rays and moisture.

Appendix
Powder coating is applied on alloy wheels electrostatically.

After mixing raw materials, they are put into an extruder to become thin chips. These chips are then grinded to become powder coating.

KCC 20

2015 June 21
In an uncertain business environment, developing human resource capable of multi-playing is what our company need. When management strategies and human resources management (HRM) are aimed toward the same direction, our future will become brighter. Let’s diagnose KCC’s current HRM and examine the road we must take.

By Jae-Kook Shim / Director of CRI Management_HRD

As Korea’s economy has recently fallen into a long-term slow growth, companies that were the driving force behind growth are also experiencing difficulties. This is because the growth of existing businesses is becoming stagnant and the life cycle of new businesses is rapidly decreasing due to rapid environmental change and the changing times should be established by benchmarking training system of advanced companies and combining KCC’s unique training capabilities. Companies are waging a difficult fight for survival as yesterday’s success does not guarantee tomorrow’s success and the experience of yesterday’s success can even become poison. What we need the most in the current moment is HRD. KCC top management group’s interest towards HRD is higher than any other companies and this is clearly shown by KCC’s founder. It is not a common thing for a founder of the company to actually visit training sites to have a valuable conversation with trainees while also frequently take part in the discussion with researchers. Yesterday’s success does not guarantee tomorrow’s success and the experience of yesterday’s success can even become poison. What we need the most in the current moment is HRD. KCC top management group’s interest towards HRD is higher than any other companies and this is clearly shown by KCC’s founder. It is not a common thing for a founder of the company to actually visit training sites to have a valuable conversation with trainees while also frequently take part in the discussion with researchers.

It is now time that we should change our training system that is in tune with our times. HRD program of the overall management should be reorganized to focus on employee competence reinforcement, and establishment of systematic and future-oriented human resource system according to the HRD roadmap is urgently needed.

The rapidly changing business environment, it seems that there are few problems with the current KCC training system. Training is not properly linked to the management strategy that reflects KCC’s core values and the knowledge gained through training is not making a significant contribution to the company’s development by being applied in practice.

In addition, various training needs failed to be reflected to our training programs as they are operated based on hierarchical training that integrates our affiliates. Therefore, the training system must be maintained and conducted according to each company and the training system has not been receiving good feedback from trainees even if it means business interruption and setback for the time being. From this perspective, the following are few plans that should become the direction of KCC’s training system.

1. Establish human resource development system in conjunction with management strategies

Training must work as a strategic partner of the management group. The company’s core competencies must be found and the necessary core knowledge must be identified, so that they can be implemented in the training system. For example, when the company’s members are divided into areas such as major talents, business management experts and actual task experts, HRD strategy appropriate for each area needs to be established and the training system must be maintained and conducted according to the strategies.

2. Qualitative improvement of training through setting specific roles

Enhancement of training system through division of roles between the company, affiliates and divisions is necessary. Company-wide training should be focused on the company’s core value, precision management, global competency, next generation leader development, etc. On the other hand, for affiliate and division training, practical training according to each company and business characteristics should be conducted in parallel with OJT (On the Job Training).

3. Cultivate in-house trainers to reinforce technological competitiveness

For industries with severe technological competition, employee competence development through external means becomes more difficult. In order to prevent leakage of company’s own unique technology and for company’s development, technology transfer through excellent human resource within the company is necessary, and the solution is the cultivation of an excellent in-house instructor. Successful implementation of technology transfer through in-house instructors and the reinforcement of patent and technological information will create new technology, new products and new markets while also minimizing repetitive failures.

4. Introduce advanced training scheme and system

Currently, KCC’s training system needs to be improved in order to cultivate leading human resources appropriate with the changing times. A training program that caters to KCC’s core values and the changing times should be established by benchmarking training system of advanced companies and combining KCC’s unique training capabilities.

Let’s diagnose KCC’s current HRM and examine the road we must take. The necessary core knowledge must be identified, so that they can be implemented in the training system. For example, when the company’s members are divided into areas such as major talents, business management experts and actual task experts, HRD strategy appropriate for each area needs to be established and the training system must be maintained and conducted according to the strategies.

- **Training System**
  - **Four Directions of KCC’s Education and Training System**
    - Training for HRD is a management activity that must be practiced for the implementation and survival of company values even if it means business interruption and setback for the time being. From this perspective, the following are few plans that should become the direction of KCC’s training system.
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**Diagnosing Problems to Make Improvements**

KCC recognized the importance of HRD early on and has made considerable investments in relevant areas, and this made large contributions to the sustainable growth of KCC. However, in terms of rapidly changing business environment, it is unfortunate that KCC’s current training system has not been receiving good feedback from both the management and employees. Considering the necessary core knowledge must be identified, so that they can be implemented in the training system. For example, when the company’s members are divided into areas such as major talents, business management experts and actual task experts, HRD strategy appropriate for each area needs to be established and the training system must be maintained and conducted according to the strategies.

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KCC's Strategy to Create World-class Thermal Insulation Material

World-class companies should be able to make bold technological innovation investments and introduce never-seen-before products and technologies to the world. KCC’s thermal insulation material is now going through an upgrade to leap in to the new world with differentiated technology. Let’s look into KCC’s strategy that aims to create a world-class thermal insulation material.

A Step to Leap Forward as a World-class Company

The world’s leading companies carry out business activities based on making profits. Instead of focusing on market share enlargement through markups, leading companies strengthen core sectors, enlarge the profit creation base, and emphasize making long-term based profits that look into both the present and future. Fostering the mindset of customer based business management brings these key components together. Companies now need to shift their viewpoint in how they define profit. They should break away from only relying on a strict accounting point of view. Instead, it is necessary to look at profits from a more strategic and broader point of view. Marching onward, companies should put effort into developing world-class products that lead the market while pursuing the following strategic models.

1. Establish R&D and technological innovation as corporate investment’s top priority.
2. Aim product development, marketing, and business management strategies towards the global market.
3. Be dedicated to profit-making and customer-centered business management.
4. Focus on core competencies through specialization and centralization under firm corporate vision.

KCC’s Thermal Insulation Material’s Differentiated Technology and Product

The core of KCC’s thermal insulation material strategy is to secure a differentiated technology, product, and a portfolio composed of four products aiming for the current and future market.

Global companies in the midst of earnest competition are sputtering on innovative R&D activities and product development that magnify high-performance, eco-friendliness, and safety as three keystone elements. KCC invests plentifully in new product and technology development as witnessed by its Gimcheon Plant equipped with world-class, eco-friendly facilities. With the release of high-performance products that save energy effectively alongside a product composed with an eco-friendly binder, KCC took one step ahead of the competition among global inorganic thermal insulation products.

World-class Strategy of Thermal Insulation Material Products

▶Glass Wool Nature

Glass Wool Nature developed independently by KCC is a fabric insulation material made from an artificial inorganic mineral molded into a specific shape with a binder. KCC is expanding its use and application on various products. As a result, KCC is poised to restructure the current thermal insulation market and achieve dominance in the Japan’s eco-friendly market. Glass wool Nature differentiates from other organic, insulation materials as it adds a layer of safety in case of fire. After a tragic fire broke out in Uijeongbu, Korea, citizen interest has picked up on safety. KCC’s thermal insulation material is gaining popularity day by day in related markets. In this situation, it is likely that KCC will be able to expand its business even further and lead the market by putting extra effort on its R&D activities for super insulation products and etc.

▶Mineral wool

The Gimcheon Plant where it produces Mineral wool has an eco-friendly electric fusion type of manufacturing process. KCC will keep its firm lead in the global market with its bio-soluble and eco-friendly binder products. It is likely that outside-heat insulation method will be utilized even more often in the architecture market as this product can secure against fire hazards. KCC Mineral wool is poised to play the leading role.

▶Cerakwool

High-performance and bio-soluble New-Bio 1200, developed by KCC with its outstanding technology is an upgraded version of an existing general Cerakwool product. The New-Bio 1200 is highly praised by the shipbuilding market for its low density and the fact that it can be molded into thin layers. KCC will go further and proceed with R&D on fold modules, ceramic board, ceramic paper and other advanced products in order to invigorate product sales.

▶Vacuum Insulation Panel

Vacuum Insulation Panel (VIP) possesses outstanding insulation performance excellent so much that it redefines a better policy direction for energy saving. With the current expansion of the VIP market for domestic use and towards solving the needs of other industrial and architectural uses, VIP claims a near infinite potential of market creation. Recently customers have been asking for more diverse and sophisticated technology and product. Therefore, companies are now facing a “Demand pull” which requires them to predict technologies that customers require whereas in the past a “Technology push” prevailed where providers took the lead and facilitated technological development.

It is now time that companies should develop differentiated products in performance, quality, and design in order to satisfy customer’s various needs. By drawing upon a strategy based on organic cooperation of each sector, e.g., research, process improvement, quality and marketing, the future shines brightly for KCC.
 usher in a paradigm shift in the interior market through the “Package” method by launching interior packages that contain the knowhow of experts which reflects the demands of diverse consumers. In order to create a more appealing introduction of KCC’s new interior package through CF, the top priority was to determine consumers’ preference of interior pattern. The interior market trend showed a rise in public interest in interior space design. In addition, with the spotlight on self-interior, where people decide their own concept and fill the space according to the appearance they had in mind, people were sharing their own interior design with various people through blogs, cafes, etc. However, the joy and reward of self-interior were short-lived. And from this, HomeCC Interior found the answer. People who embark on self-interior design start with a big dream of “I will decorate a nice home interior as I had imagined without spending a lot of money.” But, as they progress with a lot of legwork here and there, many end up regretting their decision because the interior decoration which is supposed to be fun becomes quite a difficult task. In addition, their completed works are often unsatisfactory. This is because even if they select the trendiest items by gathering all kinds of information, even for little details such as material, the items put together may not be as stylish as they have imagined or they may even look ridiculous because they don’t match. KCC recognized this point as a consumer insight and planned a commercial that can maximize the advantages of HomeCC Interior package. This is the background to HomeCC Interior’s introduction of shopping concept that the interior which the customers want literally is delivered as a whole if they just choose a theme for each space. This is why the commercial copywrite also became “Just pick a theme and get a whole lifestyle package.”

Usher in the beginning of package interior shopping!

In this new commercial, the existing HomeCC Interior’s spokesmodel actor Ko Chang-seok joined forces with actress Jeon So-min. Jeon So-min played the role of a general consumer doing laborious work of self-interior design, while Ko Chang-seok played the role of HomeCC Interior brand endorser who introduces package interior to such a consumer.

HomeCC Interior wanted to effectively present HomeCC Interior’s 3 types of packages ‘Trendy’, ‘Soft’ and ‘Organic’ to the consumers through the commercials. The interior of each space like the kitchen, bathroom and living room were shown according to each theme, and a variety of new methods were used to express the spaces as well such as by using 3D. We hope these commercials can clearly raise the awareness of interior package shopping for the consumers and make a good impression so that it can be a foundation which places HomeCC Interior as the leader of interior market.

Shop your Interior Now!

HomeCC Interior, which has presented a new paradigm called “Package interior” in the interior sector, embarked on a full-scale TV commercial production to win the hearts of the consumers. This commercial that captures the hearts of the consumers with the message, “Just pick a theme and get a whole lifestyle package,” has been on broadcast since last May.

By Innocean So-nyeon Cho
Among the total of 1.4 billion km³ of water on the planet, only 2.53% of that is fresh water. Thus, the amount of water resource is limited. According to the assessment on water usage in the last century conducted by UN, water usage has increased by 6-times whereas global population has increased by 2-times. As such, while there are no changes in the amount of water resources, rapid population growth and droughts following abnormal weather are accelerating global water shortages. According to the OECD Environmental Outlook to 2050, Korea is classified as a country with serious water stress among OECD nations. This is due to the increase of water usage, insufficient water resource available during drought, and characteristics of available water resource distribution concerning sea level variation, which all require effective water management. As United Nations 2030 World Water Development Report also expects industrial water demand to increase by 4-times in 2050 compared to 2000s, a countermeasure is urgently needed. 

### Sustainable Water Management that Meets the Needs of Current and Future Generations

At a time when change in attitude toward water is urgent, the 7th World Water Forum which is also called Water Olympics was held in Daegu and Gyeong, it is an international conference that discuss about cooperative response to water issues in order to implement sustainable development in preparation of limited water resources. In particular, implementation was the core value of this forum and it was an important event that allowed all members of the international society including businesses and individuals to participate in the implementation through a comprehensive administration by recognizing the issue as being more than just an issue for international organizations and specific regions. From the perspective of sustainable water management technology that does not become an obstacle to the development of future generations and at the same time that meets the demands of the present generation, it is to discuss about plans to implement water recycling, rain water utilization, etc.

### Changing Our Way of Thinking, Wastewater is a New Resource

If we are to overcome our current situation of increasing water consumption with finite water resources, we need to change our way of thinking like the way urine was turned into drinking water by treating it on the spaceship. In other words, water we discard is reborn as a new resource. For companies, there is the method of reusing industrial sewage water or wastewater as industrial water. The representative practical cases of such water treatment technology called ‘water reuse’ are found in Singapore and Israel. Singapore is a leading country in terms of water reuse as 30% of its total water supply is supplied by reusing wastewater. For Israel, wastewater reuse has reached 86%. The Ministry of Environment is promoting sustainable use of water resources by enacting “Wastewater Reuse Act” and “Promotion of and Support for Water Reuse Act”. Among domestic companies, companies such as Posco and Samsung Electronics are known to be reusing water as industrial water. Like this, the rapidly growing water reuse market both at home and abroad is expected to exceed the seawater desalination market by 2020.

### Transformation into Water Management

#### Green City through Rainwater Management

Rainwater harvesting is also another alternative to securing water resource. Although Korea’s rainfall is 1.6-times higher than the global average, the environment for effective rainwater management is difficult in Korea because 2/3 of the total rainfall is concentrated during the summer. The sector that shows active research in Korea to effectively secure rainwater is the Green Infrastructure (GI) sector. This technology is about transforming a water consuming gray city into a water managing green city by introducing vegetation filter strip, infiltration basin and rainwater storage facility. Representative overseas examples include the Sony Center in Germany and Tokyo Dome in Japan, which are famous for rainwater utilization. In Korea, Suwon City has installed 77 thousand ton of rainwater storage facility at a total of 366 locations through the Rain City project last year. When considering water resource is a key issue that will impact the survival of companies in this global industrial age, review of such water resource utilization possibilities seems mandatory.

#### KCC’s Research on Water for Future Generations

In the end, securing water resources is an important task and heritage of the current generation not only for the issues of recent water shortages but for future generations. Countermeasures that can flexibly respond by supplying industrial water as well as drinking water are required even when we are struck with sudden water shortage due to climate change, etc. KCC is also sparing no efforts to secure water resources to prepare for water shortage issues in advance. One of such efforts is treating sewage generated by Yeojui company housing, etc., and reusing it as industrial water. Such sustainable water management technology is expected to be a large contribution to securing water resource needed to operate the company or plants. The collected water resource is to be supplied as industrial water through a self industrial water production process by selecting the proper water quality standard according to the intended use such as coolant, washing water and boiler water. As for industrial water production technology, a variety of water treatment methods are to be reviewed such as membrane water treatment, ion exchange resin and water softening treatment, and the process that satisfies both cost-effectiveness and performance is planned to be selected. A more long-term goal is to even produce drinking water. Drinking water is a basic and essential element in human life that is directly related to our survival. Our research team plans to develop a water treatment process that enables production of drinking water by applying drinking water treatment technology in addition to industrial water production. Through this, we ultimately plan to achieve self-sufficient water supply and contribute to water shortage preparation for the next generation.
Tamagoya is the top box lunch company in Tokyo, Japan, that flawlessly produces and delivers 70 thousand box lunches during three morning hours every day. It has a total of around 600 employees and average annual sales of about 9 billion yen (85 billion KRW), but has only 0.06% loss of surplus inventory. Even more surprising fact is that this loss is the result of a unique SCM (Supply Chain Management) method from a company without the use of IT. This is the result of Tamagoya’s delivery organization and information exchange method between departments. When competing companies chose cheap disposable lunch containers, Tamagoya chose high cost plastic containers. Because of this, delivery personnel must personally collect the lunch boxes. Here, the delivery personnel don’t simply collect the boxes but they observe the type and quantity of leftover food in the containers and gather various requests and information from the customers in person. And after gathering the results and writing a daily demand forecast report, a demand forecast meeting is held which is attended by small group managers and all delivery personnel at 5pm each day. Then, the head office predicts the following day’s demand based on the results of fresh spot information and exchange of opinions from the personnel. Based on the fresh impressions and information gathered by field personnel who meet the customers in person and from the result of facilitating communication between departments, Tamagoya was able to acquire an excellent competitive edge.

Honest communication through company’s network saves P&G from sales reduction

The example of P&G reminds us that not only is inter-departmental communication important but also company-wide communication. P&G, which was producing Pringles potato chips, has failed for a long time to commercialize potato chips with printed letters and figures. This is because the letters and figures printed on a moist potato chip repeated-ly ran across the chips. After experiencing numerous trials and errors, P&G broadened their perspective to find a solution. They sent out a notice concerning the difficulties of new product development via the company network which extended all over the world. Not long after since the notice, an employee faraway in Italy introduced a bakery near the employee’s home that the bakery has been selling potato chips with printed figures for a long time. Soon after, P&G partnered with the bakery and adopted a new technique of drawing figures using edible ink spray. Since then, P&G released Pringles Printers that have prints such as quiz, humor, common knowledge and cute characters, and was able gain a competitive edge by achieving amazing performance of double-digit growth in the North American region for two years. A new competitive edge was gained through C&D (Connect & Development) strategy by expanding the perspective and not limiting itself to only the HQ’s R&D personnel.

Preparing for the future through communication

KCC is operating SCM business processes by establishing operational and implementation strategies per product based on the PM (Product Manager) of each department such as research, production, sales, and management. Accordingly, the importance of internal and external communication is emerging as a key issue as much as the competence of each PM. This is about achieving company-wide optimization that can even maximize the profit of the entire company by sharing company-wide optimization that can maximize business among departments.

For this purpose, organic and dedicated collaboration between each HQ, relevant departments and PM is necessary. Thus, PM should derive good results by forming a conference system per market type and vitalize horizontal communication centering on linking.
Ramadan, asking for God’s blessing

During Ramadan, Muslims who follow Islamic belief fast and pray to their God 5 times a day. They stand hunger and remind themselves that everyone is equal before God. Ramadan is a period of penance that resists the urges of appetite, but it also is a festival as it is the opportunity to receive forgiveness of sins. Ramadan is the largest Islamic festival. Let’s take a closer look at the Islamic culture and etiquette that are good to know.

One month of fasting and prayer
Islam is a global religion that has about 1.6 billion followers all over the world. The country with the most Muslims is Indonesia in Southeast Asia, and there are European countries that also have many Muslims such as Bosnia-Herzegovina and Albania. Among them, Saudi Arabia, Pakistan and Afghanistan belong to nations that have very strict religious precepts. Like this, Islamic believers are widely distributed across the world, but there is one month out of the year that is considered the most sacred. It is Ramadan, the 9th month in the Islamic lunar calendar. Ramadan, which is known to have originated from the Arabic word “Ramida” or “Aramad” meaning “to be scorched, dryness” commemorates the day when the founder of Islam Muhammad received the <Koran> from God about 1,400 years ago, and the religious ceremony is held in the 9th month of the Islamic lunar calendar. When the new moon marking the beginning of Ramadan appears, Muslims begin fasting starting on the next day for about one month, where it is expected to be from June 18 to July 17 this year.

During this period, Muslims go into obligatory fasting from sunrise to sunset and do not even drink water. Even activities such as smoking, chewing gum and sex are prohibited. Along with this, they pray 5 times a day and consider them as opportunities to communicate with God and ask for forgiveness of their sins. Therefore, you should refrain from derogation or negative words and actions concerning Ramadan when speaking with Muslims. In addition, even if you are a foreigner, you are not allowed to consume any type of food outdoors or in public areas, including drinking beverages and smoking. Muslims will view such actions in public areas as aggressive behavior. So, it is better to eat indoors and refrain from holding events or get-togethers in a public place. You also have to be careful not to play loud music in public areas. Furthermore, because Ramadan is a period for embracing sacred mindset, travelers should also pay more attention to the way they dress. Clothes that reveal your arms, legs and chest or the silhouette of your body should be avoided.

During Ramadan, Muslims who are tired both physically and mentally tend to refrain from important tasks or consultations if possible, and wealthy Muslims often go on overseas vacation such as to Europe and Asia. Because work productivity is significantly lowered due to long-term fasting, government offices as well as many private companies reduce their working hours or even close business according to the measures taken by the Islamic government. Therefore, business trips to the country during this period should be avoided, but for unavoidable cases, the first week of initial fasting is slightly more preferable. Those who are sick or pregnant are exempt from fasting, but they also subject to fasting for several days at a later period.

Enjoying Ramadan with Iftar and Eid al-Fitr
Fasting during Ramadan doesn’t mean people eat nothing for the whole month. After the sunset, Muslims eat dinner after eating dates, which is considered as “gift of God”, and drinking water. This meal that is eaten for the first time after sunset during Ramadan is called “Iftar” which means ‘to break fasting’. From this point on, people eat and begin their activities, so the day and night changes during Ramadan.

Most stores also open their business not during the day but according to this time from the start of Iftar from 9pm to 2am. Many Muslims use this time to enjoy themselves and eat, and use it as an opportunity to resolve unattended issues and conflicts.

On the 28th night of fasting, Muslims look forward to seeing the new moon and gaze toward the western sky. This is because when they see the new moon in the western sky right after the sunset, fasting is over and they can enjoy the following 3 days of holiday festival called Eid al- Fitr.

On the first day of Eid al- Fitr, Muslims wash their body clean and put on their best clothes to go to the nearest mosque to worship, giving thanks for the safe completion of Ramadan. This period is much like Korea’s Thanksgiving or New Year atmosphere as people in cities visit their hometown and relatives and share good food. Also, children sometimes receive gifts from relatives. During the festival, the streets are decorated with confetti or streamers or sculptures in the shape of mosques. As consumption needs increase because of this, sales of consumer goods during this period account for about 30~40% of annual sales and sales of home appliances also increase by more than 20% on the average. Often large-scale discount events are held during this period from the expansion of Ramadan marketing that uses such consumer sentiments. Ramadan has become a representative religious event and festive atmosphere in Islamic culture. So, it is only a matter of course that we understand the Islamic culture embraced in such a large event and learn the etiquette accordingly.
Successful Change is Innovation

Why is change necessary? In rapidly changing times, companies must stay ahead of the changing speed and be aware of the trend. <Leading Change> covers in depth the factors that influence success and failure, and it is a guide for the leaders facing changes.

Factors that lead to successful change
Most companies in the world find maintaining constant tension very difficult. This is because when cash cow, a steady source of revenue, exists and market share safely maintains top position, the tension loses its foothold. However, the time when continuous revenue is generated through a steady customer is actually the time that requires more awareness and tension.

Devoting efforts in the current situation helps to strengthen the internal organization, but it may lead to a vertical organizational structure if it is in excess, and in return, too much of the business becomes determined by the opinions of the few at the top. The phenomenon may lead to an environment that restricts new methods of suggestions and ideas from the junior staffs; therefore, an improvement is needed if the leader is to bring forth change. If a leader creates an atmosphere that encourages discussions so that freely shared opinions between team members can be easily accepted, a wider range of direction and possibility for change can be obtained.

Vision is like a rough sketch that shows the company’s future. If a clear outline is drawn based on the vision and when the sketch is painted well with the characteristics of each team and various inclinations, a solid foundation for the future of the company can be prepared.

Why is the leader that brings change important?
As time goes by, the cycle of change is becoming shorter and consumers want more diverse and better products. Therefore, we are currently in an environment where companies that have the ability to adapt and respond to changes faster than the competition also dominate the global market. Social environment can also be associated with Darwin’s theory of evolution. If a company is viewed as a large organism, it must continuously evolve according to the environment (trends) to stay at the top of the food chain (market).

If a company is to lead changes and maintain sound direction, the position of the leader who plays the central role is very important. This is because the factors of success and failure of company management are influenced by the changes led by the leader. This is why a leader must have an active initiative that can firmly lead changes. Internally, effective projects must be progressed by establishing clear direction and by placing the right people in the right places. Externally, an efficient team that leads change must be operated through inducing company-wide support and cooperation from supporting departments by being in charge of introducing the project being progressed.

8 steps to corporate innovation
• Increase urgency
  • Examine and observe the company status such as market position and competitiveness.
  • Identify and discuss crisis, potential crisis and major opportunities.
• Form a strong team
  • Assemble a group with enough power to lead the change effort.
  • Encourage the group to work together as a team.
• Develop vision and strategy
  • Create a vision to help direct the change effort.
  • Research and develop strategies for achieving that vision.
• Propagate the new vision
  • Use every channel possible to communicate the new vision and strategies.
  • Teach new behaviors by the example of the strong guiding coalition.
• Empower junior staffs
  • Remove obstacles hindering the implementation of vision.
  • Change the system and structure that go against the vision.
  • Challenge risk factors and embrace non-traditional behaviors or thoughts.
• Achieve tangible short term results
  • Plan for and achieve visible performance improvements.
  • Achieve a series of performance improvements.
  • Recognize and reward personnel involved in the improvements.
• Full-scale promotion of the project
  • Plant strong belief that policies, structure and system not in compliance with vision will change.
  • Hire, develop and promote talents needed to achieve the vision.
  • Energize through new projects and changes.
• Solidify new system
  • Demonstrate how new attempts helped to improve performance.
  • Develop the means to ensure the leadership to continue to push for change.
Intelligence

When you work with many different people, you can sometimes see people who are especially good at everything. These are useful expressions to show you are envious of them, or if you want to compliment them.

Expression 1.

You’re a regular Einstein.
(아인슈타인이 따로 없네.)
A person “as brilliant as Einstein” It is a compliment to someone who thinks of something others may not be able to think of. However, it can be used sarcastically at times, so be careful how you use it.
A: I found a way to make our products safer.
B: Wow! You’re a regular Einstein.
*cf. a regular Romeo: Someone as good-looking as Romeo.

Expression 2.

You’re a quick one.
(두뇌 회전이 빠르세요.)
Say this to a person whose brain works quickly. It means “You are very smart.” “Quick” is used to express quick brain movement.
A: This is a way we can meet all the customer requests.
B: Way to go, Ralph. You’re a quick one!

Expression 3.

You’re a whiz!
(당신은 천재야!) You are a very brilliant person! You’re a genius! Whiz means the same as wizard. It indicates a person who understands and knows everything.
A: This is my plan for the new store.
B: Looks great! You’re a whiz!

Problem Frustration

It would be great if things always went smoothly, but you will often find yourself facing a problem when you work. These expressions can be used when you are in the middle of a problem that is hard to solve.

Expression 1.

I’m going in circles.
(제자리 걸음이에요.) I’m getting no solution just like “going around in a circle aimlessly.” This expression is used when you can’t find a solution and there is no advancement with the situation.
A: Have you got a plan worked out yet?
B: No, I believe I’m going in circles!

Expression 2.

I can’t make head or tails.
(두개지 하나도 모르겠어요.) I can’t understand where something begins or ends. This expression means you don’t know what to make of something so much that you don’t know where the beginning or end is.
A: You look so confused. What’s the matter?
B: I can’t make head or tails out of this memo we just got.
*confused: do not understand

Expression 3.

It’s Greek to me.
(전혀 모르겠어요.) It’s not understandable at all, like a foreign language. An American would not be able to understand you if you spoke to them in Greek.
This is an expression often used by English speakers when they do not understand something at all.
A: Do you understand this computer graphic information?
B: Sorry, it’s Greek to me.
The Release of 6 New KCC SUP Sample books

KCC SUP Sense Tile & Sense Tile Trendy

Currently the P tile market shows cut-throat competition due to an increase of small and middle sized agency’s entering the market. For this reason, KCC strengthened its differentiation factors and competitiveness while also focusing on generating profits. KCC collected consumer’s opinions about Sense Tile Trendy, which aims at the low-end markets that it has limits in its selection and has expanded certain product lines that have high sales volume.

KCC SUP SORI HUE

SORI HUE is KCC SUP’s high-class flooring material that provides pleasant and healthy housing culture for residents. In order to reduce any concerns about noise between floors, the high-elasticity cushion layer not only absorbs external shocks but also prevents safety accidents. KCC SUP SORI HUE was designed to enable users to create a luxurious atmosphere with various colors acquired at the highest level of the HB mark that have also received an eco-label recognition for safety and eco-friendliness.

KCC SUP Laminated Parquet Floor

KCC released KCC SUP Laminated Parquet Floor that reflects the comfort of nature. These new products have structural variations by product and a sample book. In the case of sample books, the design was changed into a box type from a book type to easily review the samples while the sample size was enlarged to better see the product’s characteristics, patterns and colors. Plus, the interior simulation images of each space, product features and an index were additionally included in pictures to help potential customers better understand the products.

Choon-soon Kim / Color Design Center Design Team 2

Useful Knowledge

P tile : P tile refers to a flooring material with interior design effects. PVC material is used as a basic material and various patterns and designs are printed on the surface.
It was a meaningful workshop that introduced the current status of KCC marine coatings and methods to improve painting efficiency, for around forty heads of departments and personnel from the Hyundai Heavy Industries Group working in painting, methods, research, quality, design and technical sales. Technology trends of KCC marine coatings and methods to standardize paint specs were introduced, and methods to improve painting productivity at shipyards were negotiated during this valuable time. KCC plans to continue holding workshops in the future to maintain a close relationship between the two companies and provide ways to continuously improve painting productivity.

Hee-sam Moon / Coating System Design Department

KCC Invited Hyundai Heavy Industries Group and Hold a Workshop

From April 10 to 11, KCC invited Hyundai Heavy Industries Group companies (Hyundai Heavy Industries, Hyundai Mipo Dockyard, Hyundai Samho Heavy Industries) to the Human Resources Development Center (located in Yongin) for a workshop to improve quality of KCC marine coatings and efficiency of shipyard painting.

KCC E&C Won Order for West Sea Line (Hongseong - Songsan) Multi-line Subway 7th Industrial Area Roadbed Construction

On April 15, KCC Engineering & Construction won the order for the West Sea line (Hongseong - Songsan) multi-line subway 7th industrial area roadbed construction and other related constructions. The total construction cost is 134.4 billion won. Our company will complete 107.5 billion worth (80%), as part of a consortium with Halla Energy & Environment (10%) and HAE-U Construction (10%). The construction is 7km long from Anjung-eup, Pyeongtaek City, Gyeonggi-do, to Cheongbuk-myeon. The construction period is 50 months from the starting date, and it is planned to reach completion by June, 2019. The West Sea line multi-line subway construction is a project that connects a total distance of 89.2 km from Hwaseong, Gyeonggi-do (Songsan Station) to Hongseong, Chungcheongnam-do (Hongseong Station). Once all zones are complete, it will be connected to the Janghang line, and is expected to provide transport convenience between the Chungcheong and Honam areas.

Dong-woo Mok / KCC E&C Business Department
I am a powder type of coating that protects aluminum automobile wheels and add beauty to your car’s look. My development has played a major role upgrading the quality and allure of automobile wheels.

What am I?

What is the local expression for telling someone that he or she is a very brilliant person?

To give you a tip, this expression had the word “Whiz” in it which means the same as wizard.

This expression indicates a person who understands and knows everything.

Congratulations!
You are the winner of our May issue quiz

Dong-Iweon Lee / HQ CS Team
Won-sik Son / PRC_PSA_LSR Business Team

Leonardo da Vinci was a genius inventor and a great artist ahead of his time. He demonstrated his genius in many fields such as science and art through the “habit of associative thinking”.

One day when Leonardo da Vinci was commissioned to design a canal in the region of Florence, Italy, and he went outside in search of something common with a canal in order to draw the design. Then, he saw a tree branch on the ground and drew his flash of inspiration on his notebook.

He adapted the structure of a tree branch that transports moisture absorbed by the tree’s root to the leaves to the structure of a canal that transports water for the purpose of ship operation, irrigation and water supply.

He thought by finding specific points and building associations to applicable places when observing objects. Because of this he was able to design and create inventions that were ahead of his time such as an armored vehicle by observing a beetle crawling at his feet and a parachute by looking at dandelion spores floating with the wind. Just like Leonardo da Vinci who made inventions that can be practically applied in life by giving meaning to and carefully observing all things he saw, let’s become more creative and progressive by getting into the habit of associative thinking.