“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.

Supro Wellbeing
High-functional, Advanced Interior Paints
A company's burning passion to make a single product that simplifies and enriches people's lives leads to customer confidence in the company. Because customer confidence determines the future of a company, KCC has established the Analysis Research Center to become a leader in reliability assessment, while improving global competitiveness through continuous specialization of analytical technology. KCC will continue to make reliable products in the future through state-of-the-art analytical technology.
In this era of global competition, unwavering confidence and heartfelt affection from customers are required for a company to grow and move forward. Such customer confidence and affection only come from the technology and quality of products manufactured by a company.

Many customers were able to trust and use KCC products for many years because of the efforts of the Analysis Research Center in areas such as analysis of basic materials that make up products, securing the latest technology by operating state-of-the-art equipment, and ceaseless quality control to gain the trust of customers.

The Analysis Research Center has been a strong support enabling KCC to secure the best technology and aim toward a world-class company in this era of global competition.

Like the proudly shining silver, the Analysis Research Center will spare no efforts in creating products that customers can trust so that KCC can confidently realize the dream of becoming a top global company.
Raising the Reliability of Products and Company!

The Analysis Research Center is leading the way to create KCC into a reliable company. The foundation of basic research is prepared by providing technical resources through systematic characteristic analysis of raw materials, reducing development period through this, and by building a system that integrates scattered material information. In addition, the center predicts future product quality by implementing reliability assessment by operating integration teams that secure foundation technology of organic and inorganic silicone. This is an introduction of the Analysis Research Team that is leading the way to best reliability assessment by operating integration teams that secure foundation technology of organic and inorganic silicone. The data analyzed by the Comprehensive Analysis Team becomes the foundation for building technical data and leads specialization of analysis technology, and analysis training are also conducted based on such data. Although material characteristic research is jointly conducted with the Comprehensive Analysis Research Team, the task of establishing an integrated system is conducted as the main tasks are focused on material characteristic research that is used by the entire company so that all information on materials and products can be efficiently managed.

On the other hand, water resource research is raising the competitiveness of the company through efficient water management in this global industrial era by implementing water quality improvement tasks such as controlling algae in ponds and producing industrial water, as well as, producing drinking water, assessment/improvement of groundwater/waste water, water treatment technology development, etc.

Enhancing Global Competitiveness through Specialized Analysis Technology

The Comprehensive Analysis Team resolves quality and pressing issues while conducting analysis tasks requested by not only the Research Center but also plants, sales department, etc. In other words, it provides support through analysis technology that is required in research and development of organic/inorganic and silicon products. The data analyzed by the Comprehensive Analysis Team becomes the foundation for building technical data and leads specialization of analysis technology, and analysis training are also conducted based on such data. Although material characteristic research is jointly conducted with the Comprehensive Analysis Research Team, the task of establishing an integrated system is conducted as the main tasks are focused on material characteristic research that is used by the entire company so that all information on materials and products can be efficiently managed.

The reliability assessment is to prevent malfunctions in advance by predicting the life and failure rate during the product design phase. In other words, it is about securing the reliability of products by predicting even the future quality. A key project is long-term weather resistance assessment, which becomes the guarantee criteria of paint quality. For this purpose, long-term weather resistance test is conducted, which helps to develop products that can withstand external environment well. On the other hand, because FMEA (Failure Mode Effects Analysis) must be conducted during the product design phase in order to prevent failure factors in advance, tasks that operate the system by expanding the basic research tasks in order to cross reference/review the adequacy of FMEA concerning the development challenges are being conducted.

KCC’s Technological Capability Advancing with the Analysis Research Center

As you can see, the Analysis Research Center is leading the advancement of analysis technology by organically linking the projects in 4 areas and making efforts to secure future technology. In addition, it is making full-scale investments in combining new technologies in terms of analytical equipment such as nano analysis and high-precision analysis, and it is establishing a support system for the development of new business technologies in the future. In addition to this, the center is fostering experts in analytical technology to clearly recognize problems and lead appropriate analysis, and in order to obtain more accurate methods of approach, the center is accumulating knowhow through joint research with external institutions and actively utilizing various infrastructures such as external academic activities and seminars with expert guests. These efforts of the Analysis Research Center will become the cornerstone for building a global high-precision research center by leading the advancement of convergence technology.
Building the Foundation of a Reliable Company

A castle built on sand quickly gives way. This implies the foundation is the most important factor in everything we do, and this is what the Basic Research (Reliability) Team does by helping sound construction of a foundation. I was able to meet Assistant Manager Jung-won Yang of the Basic Research (Reliability) Team who guarantees product quality through reliability assessment and foundation research.

Assistant Manager Jung-won Yang conducted research in the organic sector with the Analysis Team since joining the company in 2010, and with the recent creation of the Basic Research (Reliability) Team, she has joined the new team as an expert analyst. She gave a rather simple description of her team’s work.

“Reliability assessment is a field that predicts and researches quality through deterioration of materials and failure analysis. For example, when a chair product is made and sold, we can gain the trust of consumers by giving them accurate information such as how long the chair can be used and its durability. So, in order to fulfill the needs of consumers by providing accurate product information, it is necessary to establish a sound assessment method. For this reason, our department is in charge of establishing information on all materials that comprise products and identify the reaction and reaction mechanism according to external factors so that products can be produced based on such information.”

“Reliability assessment”, ensuring Product Quality

It has only been 10~15 years since people started recognizing the importance of reliability assessment in Korea. With the disappearance of uniform advertisements such as ‘This product is durable. It can withstand any type of impact.’ and increase of smart consumers who find good quality products, reliability assessment has now become a necessity.

“Although reliability assessment tests have been under progress in the domestic electronics sector, there aren’t many companies that have implemented systematic reliability assessment in the organic sector because there was too much focus on electronic products. Many leading domestic companies are now standing at the starting line together, and among them, KCC is in the phase of leading the implementation of reliability assessment.”

Assistant Manager Jung-won Yang continued and emphasized that analysis is an important factor in reliability assessment but accurately identifying the product is also very important.

This is because developing the right analysis tool appropriate to product characteristics is essential. Therefore, basic research requires the support of very complex data, which is made possible through knowledge sharing and collaboration between experts in each field. The Basic Research (Reliability) Team is currently conducting the groundwork for studying reliability assessment of PCM (Pre-Coated Metal) paint, and for this purpose, experts in areas such as analysis, technology, production and quality are working together to share information.

Not only that, integration opportunities are also being prepared by promoting business discussions and meetings for communication on common themes and holding regular seminars attended by various departments that include Paint Research Team, Resin Team and Analysis Team. Meanwhile, KCC is making various efforts to acquire global technologies such as promoting technology agreement with the Reliability Assessment Center of Korea Research Institute of Chemical Technology, which is known as one of the top domestic agencies in the field of reliability assessment.

Basic Research for Creating Consumer Confident Products

The reliability assessment that is progressed by the Basic Research (Reliability) Team is not the type of work that produces results right away. However, because it is the foundation of all products and ultimately gains the trust of consumers and raises the company image, Assistant Manager Jung-won Yang has special pride and enthusiasm toward her work.

“I do feel a lot of pressure because we are at the beginning phase. I need to put down a firm foundation so that the following members can continue the work into the next phase. This is why I am studying different theories during work and personal time, while making efforts to gain as much experience as possible at the same time. I am proud of my work as I know that good results in my work can provide useful information in terms of technology, sales and production, which will ultimately lead to production of high-quality products and customer satisfaction.”

Assistant Manager Jung-won Yang also remembered to express her wishes of continuous requests by other departments that need foundation technology research.

“Because the Basic Research (Reliability) Team was created to help all departments and lead KCC into a reliable company, our team will actively conduct researches that required cooperation. With that said, I want to proactively cooperate and create solutions with all departments that need reliability assessment and basic research.”

This is the raison d’être of her Basic Research (Reliability) Team. We look forward to continuous leadership of Basic Research (Reliability) Team in domestic reliability assessment, and furthermore, future advancements of the company through common research among each sector.
Just like the recent interior market, Northern Europe-style matches well with any kind of interior design and of printing technology for colors and patterns. This design, which was possible thanks to the development of PVC tile market. One of the many strengths for PVC tiles and PVC flooring material is its natural price competitiveness, which is deepening competitiveness. In this trend, companies that specialize in PVC tiles are increasing their market share by increasing their market. Recently, the market competition is increasing with new medium and small enterprises entering the PVC tile market. One of the many strengths for PVC tile is its natural patterns and wide range of design e.g. vintage concept design, which was possible thanks to the development of printing technology for colors and pat terns. This style matches well with any kind of interior design and is helpful for construction and maintenance.

Just like the recent interior market, Northern European design patterns and PVC flooring material with excellent usability, cushion characteristic and upgraded noise prevention performance are popular among customers. Let's have a look at PVC tile and PVC flooring products with natural texture and various designs and functions. By Hee-won Park / Marketing Team

KCC offers a Wide Choice of PVC tiles and PVC Flooring materials!

While PVC tile and PVC flooring material is one of the most essential materials for interior design, various products were recently released. In particular, luxurious PVC tile with Northern European design patterns and PVC flooring material with excellent usability, cushion characteristic and upgraded noise prevention performance are popular among customers. Let's have a look at PVC tile and PVC flooring products with natural texture and various designs and functions.

PVC tile with Various Designs
For the last few years, PVC tile has been showing a steep growth not only in industrial and public facility market but also in the residential market thanks to its various design, easy construction and maintenance methods and price competitiveness. In particular, the PVC tile became popular in the small and mid-sized house market as a replacement product for linoleum and wooden floor. Meanwhile, Ondol (Korean traditional floor heating system) type PVC tile was used in a public rental apartment supplied by the Korea Land & Housing Corporation (LH). In this trend, companies that specialize in PVC tiles are increasing their market share by increasing their price competitiveness, which is deepening competition in the PVC tile market.

One of the many strengths for PVC tile is its natural patterns and wide range of design e.g. vintage concept design, which was possible thanks to the development of printing technology for colors and pat terns. This style matches well with any kind of interior design and is helpful for construction and maintenance.

PVC Flooring material, Upgrading its Eco-friendliness and Performance
Polyvinyl Chloride (PVC) showed up for the first time in the late 1950s in the Korean flooring material market. PVC played a major role in the remodeling market, leading Korea’s flooring material market. And recently, the market competition is increasing with new medium and small enterprises entering the market.

For residential PVC flooring material, there are two types called Leum and PET. Leum contains glass fiber, which is used in contraction and is the most widely used PVC flooring material. Meanwhile, PET is the cheapest product, which is mostly distributed throughout rental houses.

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Northern Europe-is helpful for construction and maintenance.

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These two types of residential PVC flooring material with luxurious and natural wooden texture goes well with various residential spaces. In the past, PVC flooring material was exposed for emitting harmful material. But recently, it is changing into an eco-friendly product through obtaining the KC mark certification. In addition, PVC flooring material is easy to construct and maintain while it prevents any noise between floors. Its excellent heat conductivity is also another strength that makes it different from other kinds of flooring materials (Wooden floor, Ceramic tile). It is expected that competition to produce products with an increased noise reduction, durability, safety and anti-bacterial performance will continue to increase.

KCC will continue its R&D activities to also secure technology related to PVC free and Recycling material.

Tips on Choosing PVC flooring material

1. There are many people who purchase flooring materials through interior decoration companies rather than purchasing them directly, but it is important to personally consider everything. Personally choose a product by considering your living environment, as well as, price, quality, safety, etc.

2. Because flooring materials have higher shock absorption the thicker they are, it is ideal to purchase PVC flooring material thicker than 4.5mm to lessen noise and impact for families with toddlers.

3. For most PVC flooring materials, if the safety standards related to plasticizer content, coating thickness, etc., are appropriate, you don’t have to worry about emission of harmful substances. If you still feel the need to take extra caution, you can use Non-phthalate plasticizer products that don’t contain any phthalate plasticizers.
The sensible choice of flooring material
Sense Tile & Sense Tile Trendy

When choosing flooring materials, especially, tiles, people can’t help but be picky. That’s because, the material must withstand numerous harsh conditions such as shoes with rigid soles and hard chairs, as well as, be free of harmful substance so that even children and adults can breathe safely. Designs such as texture, color and pattern are also important. KCC’s PVC tiles “Sense Tile & Sense Tile Trendy” are perfect choices that satisfy durability, eco-friendliness and aesthetics.

By Hye-young Cho / DesignTeam 2

Sense Tile & Sense Tile Trendy are durable flooring materials that are ideal for commercial facilities that have heavy human traffic such as schools, department stores, buildings, and restaurants. Because the PVC material enables simple installation and easy maintenance, they are also economical.

Excellent Durability of Sense Tile and Reasonable Prices of Sense Tile Trendy
Flooring materials at commercial facilities must withstand footsteps of hundreds of people every day. Harsh conditions such as moving chairs and dirt/sand from shoes also affect the durability of flooring materials. Making sturdy products against such factors is the flooring technology. Sense Tile & Sense Tile Trendy are durable flooring materials that withstand such conditions, and they are ideal for commercial facilities that have to accommodate constant human traffic such as schools, department stores, buildings, and restaurants. Because the PVC material enables simple installation and easy maintenance, they are also economical.

Among them, the Sense Tile is a high-quality tile that does not deform due to heat or moisture as it is applied with a special manufacturing technique. The UV paint coating on the surface gives it resistance to wear, scratches and stains. A variety of patterns and color schemes also catch the eyes. With 26 kinds of wood type and 39 kinds of square type, a total of 65 kinds.

In addition, Sense Tile can be widely used in a variety of spaces because of its affordable price. There are 21 kinds of wood type and 15 kinds of square type, a total of 36 kinds, and they are mainly used by small commercial facilities.

Meanwhile, KCC also has PVC tiles that are ideal for floor heated areas. This is the Sense Tile Heim series, which is Sense Tile that has been applied with special glass fiber. As the product is not sensitive to floor heating, they can be reliably used in indoor living spaces. Sense Tile Heim is divided into two kinds, which are eco-friendly flooring material Sense Tile Heim Standard that has satisfied housing construction specification of LH (Korea Land & Housing Corporation) and Sense Tile Heim Special that fits double width laminate flooring.
Visually Satisfying from Wood patterns to Abstract patterns

When choosing floor decoration materials, the design is also important to many people. That's because depending on the color and texture, spatial atmosphere can become bright or dark, or urban or vintage. Sense Tile & Sense Tile Trendy are equipped with various designs so they can be applied naturally to any interior concept.

The design concepts of Sense Tile & Sense Tile Trendy are Nordic Modern and Naturalism. The wood patterns were supplemented with bright yet smooth colors and natural colors, while realistically representing the texture and color scheme just like natural wood. In addition, square tiles have been focused to the north European design with distinctive clean and modern interior. The floor with woven pattern and concrete finish has been highlighted with a natural feel. A variety of colors and patterns such as carpet and marble were also developed.

Like this, floor decoration materials that are becoming more popular each day have endless design potential. For example, for exposed concrete interior that is recently gaining popularity, Sense Tile concrete pattern is recommended. It naturally complements the distinctive curvature and color of concrete and gives it a realistic feel through the application of rough matt emboss.

On the other hand, woven patterns can replace the existing carpet tiles and allows you to produce various colors for spaces that need warm, comfortable and calm atmosphere.

Preparing for the Future with Eco-friendly Flooring material

In a space that uses KCC’s floor decoration material, people don’t have to worry about harmful substances and *sick house syndrome. KCC is actively leading the way to eco-friendly construction materials in light of ever increasing domestic and international environmental regulations.

Accordingly, KCC has received eco-friendly certification for both Sense Tile & Sense Tile Trendy, as well as, all PVC tile products, KCC Sup Sori Hue, and light PVC flooring material (PVC flooring material applied to floors used without shoes).

In particular, as KCC Sup Sori Hue that was released early this year obtained the highest grade HB Mark (grouped quality certification system for eco-friendly construction materials), all KCC’s light PVC flooring material products have now obtained the *HB Mark and environmental labeling certification mark. KCC Sup Sori Hue is a high-quality residential flooring material that has been developed to reduce the problem of floor noises which is a big issue in our society. It contains the meaning “relieve concerns of floor noises and embody relaxation in everyday life.” Highly elastic cushioning layer has been applied to give it an excellent impact sound reduction effect, and its shock absorption function is also excellent in preventing accidents from falling.

Meanwhile, KCC is preparing the release of new sample book for all next year light flooring material products. In addition, for all future floor decoration materials, KCC plans to cater to consumer needs by supplementing bright colored product line in response to the trend. A variety of designs differentiated from the existing wood patterns are expected to be released as well, and new designs along with marble and abstract patterns will broaden consumers’ design options.

Product Specifications

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Size(㎡)</th>
<th>Width(㎡)</th>
<th>Packing Unit</th>
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<tbody>
<tr>
<td>Sense Tile (Wood Product Line)</td>
<td></td>
<td></td>
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<tr>
<td>Basic Wood</td>
<td>152.4x194.4</td>
<td>3.0</td>
<td>24</td>
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<td>Organic Nature</td>
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<td>19</td>
</tr>
<tr>
<td>Chic Wood</td>
<td></td>
<td></td>
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<tr>
<td>Sense Tile Trendy (Wood Product Line)</td>
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<td></td>
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<tr>
<td>Basic Wood</td>
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<tr>
<td>Organic Nature</td>
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<tr>
<td>Soft Nature</td>
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<td>3.0</td>
<td>19</td>
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<td>Woven</td>
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<td>Carpet</td>
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<tr>
<td>Granite</td>
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<td>Mosaic</td>
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<td>Sense Tile Heim Special</td>
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<td>Basic Wood</td>
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<tr>
<td>Soft Nature</td>
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<td>3.0</td>
<td>19</td>
</tr>
</tbody>
</table>

*What is sick house syndrome?
Symptoms of headache, difficulty in breathing, asthma, rhinitis, dermatitis, etc., due to harmful substances such as volatile organic compounds emitted from construction materials, wall paper, etc., used in new houses and buildings.

*What is HB Mark and environmental labeling certification?
It is a system of grade and certification for construction materials by measuring harmful substance emissions such as total volatile organic compounds, formaldehyde and acetaldehyde. The highest grade HB Mark is given to products that have passed the highest harmful substance emission standard in the country.
Jin-yu Kim, CEO of Shin Yong Corp., personally handles all floor decoration material businesses from consulting to construction. Although his hands became rough and coarse as he became a master technician over many years of work, he was able to steadily win the trust of his customers through flawless work. Let’s meet CEO Jin-yu Kim who is leading Shin Yong Corp. by giving his best every day.

Delivering the Quality of KCC flooring materials!

Jin-yu Kim, CEO of Shin Yong Corp., personally handles all floor decoration material businesses from consulting to construction. Although his hands became rough and coarse as he became a master technician over many years of work, he was able to steadily win the trust of his customers through flawless work. Let’s meet CEO Jin-yu Kim who is leading Shin Yong Corp. by giving his best every day.

Becoming the pillar of support toward joint progress
Located at Galmae-dong, Guri-si, Gyeongi-do, Shin Yong Corp. is a distributor of KCC flooring material that has maintained its business in the same location for 25 years. CEO Jin-yu Kim, who boasts solid physical fitness through hobbies such as hiking, has led by example by personally participating in daily flooring work since the founding of Shin Yong Corp. just like his business philosophy “Let’s do our best.”

CEO Jin-yu Kim says he had decided to take the same path as KCC to build a firmer foundation as a company specializing in floor decoration material since the establishment of Shin Yong Corp. As he counted the years of business with KCC with his fingers, even he seemed surprised with the long 20 years of relationship. When asked CEO Jin-yu Kim on the background of maintaining partnership with KCC, he gave a short but solid answer, “steady progress.”

“KCC flooring material series ‘Sup’ is advancing day by day. When I personally work with the material, I can tell which area was improved right away. Also, by conducting technical training in order to effectively work with KCC flooring materials, smooth communication between technicians and developers can be realized and I believe it not only improves construction techniques but also results in product development. Because many people are suffering from ‘noises through floors’ as there are many apartment houses in Korea, KCC is providing comfort to customers by releasing ‘KCC Sup Sori Hue’ which is effective in reducing floor noises. Not only that, because it has high antibacterial effect by containing red clay as well as a luxurious design, it is getting a lot of attention from customers. How can I not continue our relationship with KCC when new developments like this never ceases (smile).”

Walking together toward customer satisfaction and growth
CEO Jin-yu Kim, who confidently says that his business is one of the oldest distributors of KCC flooring materials, thinks the release of KCC Sup series had a major impact on flooring material market among countless products he had seen over the years. “The word ‘Sup’ meaning forest in KCC Sup series helps the customers to naturally create a positive image of KCC flooring material because the word directly contains eco-friendliness which has not only become the focus in recent construction but also the center of all trends. In fact, KCC Sup series is an eco-friendly product that has acquired the highest grade, HB mark, which is certified by the Korea Air Cleaning Research Association. Actually, customers who come to me for consultation are already well aware that KCC flooring materials are superior.”

CEO Jin-yu Kim says it really makes him proud when he doesn’t have to explain products because customers who have personally gathered information and compared different products tell him how good KCC Forest series product really is. He also pointed out “KCC Sense Tile” as the next popular product after KCC Sup series. “Sense Tile is an ideal product for areas that people walk on frequently. It really is a good flooring material because working with them is also very easy. Another advantage is economy for customers as maintenance is also easy. Thanks to the superior technology of KCC, the product is perfect for any place such as residential areas, public facilities and commercial facilities because there is almost no deformation caused by heat or humidity. With diverse design as well as wood products that create luxurious appearance, it is a product that is getting consistent love from the customers.”

Shin Yong Corp. is said to have maintained continuous business with over 400 customers over the years. CEO Jin-yu Kim, who has solid credit with his customers like the company’s name suggests, expressed his simple yet firm dream to work with KCC flooring material that boast superior quality as long as he can in the future.
The evolution of KCC’s two-hour fire resistant coating FIREMASK

As modern buildings are built larger and higher, safety awareness of fire has also raised, which has led to the growth of the fire resistant coating market.

In order to respond to this social need, in 2008 KCC developed the “Two-hour fire resistant coating FIREMASK” that prevents buildings from collapsing in case of fire for two hours.

After steady efforts, KCC proudly succeeded in developing fire resistant coating that lasts for two hours with the lowest film thickness in Korea.

The two-hour FIREMASK foams, expands and makes a ceramic adiabatic layer, which prevents heat from transferring to the steel frames, ensuring some time for people to evacuate.

Our Outstanding Technology

Thin film thickness and more powerful steel structure fire protection

Two-hour Fire Resistant Coating “FIREMASK”

Fire resistant coating protects our lives by preventing buildings from collapsing in case of perilous fire outbreaks. KCC recently developed the “Two-hour fire resistant coating FIREMASK” that save people’s lives and property by preventing steel frame collapses for two hours with the lowest film thickness in Korea. Let us introduce KCC’s constantly evolving two-hour fire resistant FIREMASK.

By Ju-yeon Hwang / Jeonju Fire Protective Coating Research Team

Fire resistant coating that delays collapse of steel frames during a fire

Steel structures that widen the use area while lessening the building load are often used for newer building constructions. However, steel materials have weak fire resistance performance and this makes it vulnerable to fire. When a fire breaks out and the inner temperature rises to 550℃, the fire resistance performance of steel materials reduces by 50%.

In this case, steel structure distorts and bends as it loses its original structural performance, ultimately killing and injuring thousands as well as causing widespread property damage. The reason why the Korean government has defined it by law to use fire-proof materials for construction is also to prevent fire accidents.

Fire resistant coating is one of coating materials for steel structures that secures safety in case of fire outbreaks. When comparing the difference between applying fire resistant coating and not applying it, there can be up to 600℃ of temperature difference two hours after the fire outbreak.

This is why fire resistant coating’s fire resistant rating is important. Fire resistant coating must obtain Certificate of Accreditation of Fire Resistant Construction of steel frames according to the construction law.

The thickness of system written on this Certificate of Accreditation can become a big issue in the market because the thicker the paint film is, the more paint that is used.

In case of the one-hour fire resistant coating, thickness of system is now standardized to about 0.70mm, but the two-hour fire resistant coating’s paint film is getting lower with constant competition.

In particular, KCC’s two-hour fire resistant coating FIREMASK’s paint film had 4.25mm steel beam of building construction and 3.75mm steel column of building construction in 2008 but now it has 3.40mm and 2.70mm each.

This product now has the same fire resistant...
performance but with 80% lower paint film on beam and 70% lower paint film on column. The reason why it can maintain the same fire resistant performance even with the lowest film thickness is that KCC used materials that produce a stronger and uniform paint film as well as KCC’s self developed excellent resin for fire resistant coating.

**Outstanding resistance to cracking as well as fire resistant performance**

When applying two-hour fire resistant coatings, there must be caution to not apply too much coating at once and the interval between recoating must be strictly kept as well. However, when applying coating on H-shaped steel frames, sometimes thicker paint coating results on the connecting area of the Web and Flange as shown in the figure.

The breakage that occurs as the paint dries is called crack, and according to the self-assessment results, KCC’s two-hour fire resistant coating FIREMASK’s resistance against cracks has been shown to be superior compared to other products. Not only that, it also has excellent durability through superior water resistance and adhesion.

KCC plans to make even more efforts in the future with the goal to realize better fire resistance with lower film thickness so that the two-hour fire resistant coating FIREMASK can more firmly establish its dominance in the market.

<table>
<thead>
<tr>
<th>Fire resistance time</th>
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<tbody>
<tr>
<td>One-hour fire resistance</td>
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<td>0.70</td>
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<tr>
<td>Two-hour fire resistance</td>
<td>FIREMASK SQ ~2300(Beam)</td>
<td>3.60</td>
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<tr>
<td>Three-hour fire resistance</td>
<td>FIREMASK SQ ~65000(Column)</td>
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<tr>
<td>Composite beam</td>
<td>FIREMASK HYPO BEAM~2H</td>
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<tr>
<td></td>
<td>FIREMASK CG BEAM~2H</td>
<td>1.35</td>
</tr>
</tbody>
</table>

"Beam" : horizontal structure that supports the upper weight by being connected between columns.

"Column" : structure that supports the cross beams in buildings by standing on the foundation stone.

![Diagram of H-shaped steel structure]
Anseong Plant, equipped with High-tech facilities & Distribution Center

Last July, KCC completed the construction of its new Anseong Plant coating production base. The Anseong plant is equipped with high-tech automation facilities that will actively produce architectural waterproof flooring material and Refinish. Plus, it also has a distribution center which will share the role of the Incheon distribution center, reducing distribution costs and supply on time products.

On July 29, 2015, KCC held the completion ceremony and prayer ceremony for safety of its newly built Anseong Plant located at the #4 industrial complex in Anseong city, Gyeonggido. The KCC Chairman Mong-Jin Chung, the KCC President Mong-Ik Chung and the KCC E&C President Mong-Nyu Chung and other related parties graced the occasion with their presence and participated in the ceremony.

This construction, which started in July of 2011 took three years and ten months to complete. After completion, it had a construction area of 367,000㎡ and gross area of 86,000㎡. It is highly anticipated that the Anseong plant will play a significant role in supporting KCC to not only be a leader in the paint industry but also jump up as one of the world’s leading companies.

High-tech Production facility leads to an Increase in Productivity

The Anseong Plant mainly produces architectural flooring material and Refinish. It also produces coatings for architectural, industrial and plant applications with an *In-Can System." Equipped with state-of-the-art facilities, the Anseong Plant boasts with its outstanding productivity. The In-line mixer and TDP (Tinting During Filling) are one of representative facilities of the Anseong plant. The In-line mixer vacuum inhales liquid and powder material at the same time. Then, it disperses inside the chamber, allowing for a mass distribution. Meanwhile, TDP is good for producing small amount of coatings. It prevents coatings from being produced more than necessary as it can automatically produce a small amount as adjusted to the can’s unit. Plus, changing the Refinish Putty’s production process to an automated manufacturing system resulted in an increase of production.

Likewise, with its state-of-the-art facilities, the Anseong Plant increased its batch size, thus reducing the production number and ultimately increasing the overall productivity. In addition, the automatic packaging process enabled the smooth flow of production as scheduled, even when there was a fluctuation with the process. Meanwhile, at the production sites, automatic washer was used to increase washing efficiency while dust particles and odor was minimized through the improvement of the manufacturing process.

Enlarging the Distribution Infrastructure in the Capital area

At the Anseong Plant, not only were manufacturing facilities built but also a distribution center. The newly built Anseong distribution center, which will share the role of the Incheon distribution center, will enlarge the distribution infrastructure in the capital area.

The Anseong distribution center consists of a 1,900㎡ sized coating warehouse and a 2,998㎡ sized building material warehouse. In particular, the coating warehouse has strengthened its storage and load efficiency by introducing the 4 storage Pallet Rack facility. It can store up to 1,000 pallets and the loading position of each rack is managed through a computerized system.

With the construction of the Anseong distribution center, KCC raised its client’s satisfaction through the speedy supply of ordered products. Products that are stored at the Anseong distribution center mainly goes to Wonju, Pyeontaek, Osan, Anseong, Suwon, etc., including the southern and eastern part of the Gyeonggi province, Chungbuk, Wonju and Cheonan.

Previously, the Anseong Distribution Center was located near the southern end of Gyeonggido near the Osan and Gibeun metropolitan areas where a faster distribution was possible through easy access to highways. Therefore, as a central hub distribution center for the entire metropolitan area, it is expected to have a distribution cost reduction effect as well as contributing to an increase in sales of small-scale distribution.

Due to a significant increase in the social concern of hazards and accidents along with the Chemicals Control Act that came into effect this year, there are more strict legal constraints on inventory management of small to medium-sized paint distributors, the need to comply with small quantity distribution and delivery has become more important. Considering this situation, the Anseong Plant’s production capacity is equipped with a superior, state-of-the-art facilities and the Anseong Distribution Center’s logistics infrastructure will offer great opportunities to complete a 100% delivery performance and lead the way to alleviating social issues.

* In-Can System: The In-Can System consists of colorants, base paints, auto color matching machine, mixer, and standard color code. It is a system of entering the colors from a color book in the computer to advance to mixing colors on the spot when orders are made.
KCC Egis, the revival of fast-paced and aggressive basketball

The most notable change in this season is that the team has found stability as the head coach Chu Seung-gyun took the leading position of KCC Egis. Coach Chu Seung-gyun continuously spent his professional basketball life as a KCC-man from his debut in 1997 until his retirement. Because he has the experience of each step up to this point as an assistant coach and acting coach, he is a person with broader perspective of KCC Egis than anyone else. In particular, because he has the experience of playing with currently active players as well as the experience of extensive strategic analysis of each player, he has great confidence as the head coach.

“I want to play the role of a father. Because I know the style of each player very well, it is my job to encourage them accordingly and lead them so they can utilize their advantages to the fullest. Also, I want to be a gentle yet strong leader who can be decisive when things don’t go the way I want.”

Head coach Chu Seung-gyun, who is known for his meticulous personality, is making good use of his unique sensitivity in the management of the players. He is especially focusing on creating a tight defensive organization in the court. Because synergy is created in basketball when players organically move in the pattern previously agreed, the entry of all 12 players can be disturbed if one player loses the rhythm. This is why, head coach Chu Seung-gyun emphasizes the players to only focus on basketball from the moment they step into the gym.

“In terms of offense, there is no concern because it’s been stably reinforced with key players. First of all, I want to display fast and aggressive basketball by maximizing our advantages. Our team must be feared by opponents.”

Player Jeon Tae-pung, running toward a new dream at KCC Egis

Another attraction is the reunion of Jeon Tae-pung and his fellow player Ha Seung-jin, who have both experienced the glory of championship in 2010-2011 season. Ha Seung-jin who became an FA chose KCC Egis again and Jeon Tae-pung who also became an FA chose KCC Egis, which he played for 3 years since 2009, instead of teams that guaranteed a key position.

“If I only looked at the business side, other teams were much more appealing, but KCC Egis is a team that my heart desired. It seemed the friendly family atmosphere didn’t change at all since I had left. Especially, the team owner’s deep affection for basketball can be felt by the players and becomes a great support for everyone. This was another key factor that moved my heart.”

After returning home, Jeon Tae-pung is now a senior player who coordinates the suggestions of key players and focuses on the role of understanding the entire game in multifaceted perspectives inside the court. The return of Jeon Tae-pung who is now looking toward the championship beyond individual play, I think we can expect to see swift movements and broad vision of the entire court and game.

Head coach Chu Seung-gyun and player Jeon Tae-pung as well as the entire KCC Egis players are determined to break out of the past slump and create a new springboard to leap forward through the 2015-2016 season. Getting to the playoffs is the primary goal, and if this is achieved, they want to go all the way to the championship. KCC Egis head coach Chu Seung-gyun is building strategies to shake the opponents through faster offense. “There is no limit when our passions explode!”

The phrase hanging in the gym seems to show their firm determination.
Meet Interior Package in the Heart of Seoul

On August 18, KCC opened HomeCC Interior Seocho Branch on the first floor of the KCC headquarters located in Seocho-dong, Seocho-gu, Seoul, following the opening of Changwon, Gwangju, Busan, Gyeonggido Bundang and Ilsan branches. By opening a HomeCC Interior display store in the heart of Seoul, KCC has announced full-scale HomeCC Interior business in the metropolitan area.

One-stop service of package interiors

At the HomeCC Interior Seocho Branch, which composes of interior packages that allow customers to compare and check various interiors in one place without the hassle of visiting many places, customers can view three styles of showrooms “Organic, Soft and Trendy” in light of the 2015 interior trend. Among them, the Organic style has an eco-friendly and warm feel, which gives it a refreshing atmosphere like in nature. Because the Soft style has a mild and modern feel through the addition of classic elements to kitchen furniture and lighting, and because Trendy style produces bright Nordic feel that harmonizes the space and life of residents, these styles are gaining interest from customers of all ages. KCC’s plan is to take away customers’ burden of having to pick each interior by allowing the customers to choose the style they want after just looking around the showroom with three different styles and providing them with the interior package they choose. In particular, the showroom allows customers to compare the three styles at once and has maximized the consumer convenience through efficient channel of movement. Also, the realistic display that allows consumers to directly see and feel the products helps the consumers to understand the products quickly.

At the HomeCC Interior Seocho Branch, KCC’s Interior Planners are always on call and help the customers through consultations and provide expert and affordable price estimates at free of charge. Like this, direct consultation and transparent price estimation by KCC employees are increasing consumer confidence, and through the expert consultation, the interior package according to the preference of the customer can be presented. Furthermore, a one-stop service of survey, design and installation is provided through the system.

In addition, Samsung Electronics built-in appliances are also displayed at HomeCC Interior Seocho Branch, which makes it convenient for consumers to buy appliances such as refrigerators, cooktops, ovens, and dish washers at HomeCC Interior store all at once.

Everything about interior can be found at HomeCC Interior!

Because HomeCC Interior Seocho Branch is located in the middle of Gangnam, Seoul, residents in Seoul and surrounding areas can easily come and go to view the interior packages featured by HomeCC Interior. As HomeCC Interior Seocho Branch is the first store to open in Seoul, KCC has expanded the product assortment in the accessory zone through addition of new suppliers. The accessory zone consists of brand products with careful selection of various items such as carpets, cushions, picture frames, candlesticks, and diffusers. And, the individual product zone that comprises of KCC construction materials such as tiles, flooring materials, wall papers, windows, and glass are also grabbing consumer attention. Through the showrooms that reflect the latest trends, KCC plans to introduce new interiors and provide expert consulting as well as transparent and sensible interior service.
Youthful determination and resolution of three employees

Young-jun Kim, Hyo-eun Park and Seong-a Lim who live at the frontline are like soldiers with a determination that they can understand ten things from learning one. They are new employees of the EP Sales Team at KCC. The new employees have a sense of responsibility like that of soldiers at the frontline, which is an ideal human resource for a company. KCC recently employed former military officers as new employees to join the family. The new employees have a sense of responsibility like that of soldiers at the frontline, the ability to adapt so well that they can understand ten things from learning one. Let’s listen to the strong determination and resolutions of three new employees, Young-jun Kim, Hyo-eun Park and Seong-a Lim, who stand in front of the camera to represent thirty new employees who are former officers.

**Young-jun Kim**

He is currently a sales team member and plays the role of a bridge between clients and the factory. His main duty is to listen to the needs of clients and mediate affairs at the Sejong Plant.

“I always remind myself that I am ‘the owner of my position.’ I believe that I have to have stronger determination than most think in order to fulfill my duties well.” He added that the quality of work differs depending on who you work with, rather than what kind of work you do, and that he is very satisfied with his position in this respect.

“I am truly happy to have met such good colleagues. I start each day with a joyful heart. I will work hard to repay the company for this opportunity.”

**Hyo-eun Park**

She was the platoon leader, Operations officer, HR manager and company commander. He said, “My experience in the military largely helped me understand the system of a structure, and helped me prepare an attitude and mind appropriate for professional work.” He said he also learned how to blend in with a structure through his experience of living together with many different types of people in the military. He is currently a sales team member and plays the role of a bridge between clients and the factory. His main duty is to listen to the needs of clients and mediate affairs at the Sejong Plant.

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**Seong-a Lim**

He says that this meant he had to have a heavy sense of responsibility all through his military service. His main duty was saving people in danger in the wide and deep ocean. Getting on a plane to save people and eliminating obstacle with water bombs were duties were seconds important. He says that this meant he had to have a heavy sense of responsibility on his shoulders all through his military service. “I was always active, and interested in Underwater salvage. Therefore, Deep sea diver’s activities were a truly valuable experience for me. Since it was directly related to saving lives, I also had to be thorough and precise in managing everything, from training plan establishment to execution. I believe this sense of responsibility I gained through my life as an officer will help me with my duties at the company.”

“I am the owner of KCC”

Seong-a Lim served in the Special Salvage & Rescue Unit (SSU) of the Naval Flotilla. His position was an aviation rescue swimmer and a leader of underwater demolition team. His main duty was saving people in danger in the wide and deep ocean. Getting on a plane to save people and eliminating obstacle with water bombs were duties were seconds important. He says that this meant he had to have a heavy sense of responsibility on his shoulders all through his military service. “I was always active, and interested in Underwater salvage. Therefore, Deep sea diver’s activities were a truly valuable experience for me. Since it was directly related to saving lives, I also had to be thorough and precise in managing everything, from training plan establishment to execution. I believe this sense of responsibility I gained through my life as an officer will help me with my duties at the company.”

“I am the owner of KCC”

Seong-a Lim was a 57th generation female TI&E (Troop Information and Education) officer. The main duties of a TI&E officer are training intangible power through PR and education, etc., but she also gained experience at an artillery battalion that dealt with equipment, and an armored cavalry battalion that operated armored vehicles and conducted search activities. “I was able to learn the corporate culture relatively easily as a new employee thanks to the order and system I was used to in the military. Of course, I want to do my best to blend in naturally with my surroundings.” She is a member of the Assets Management Department and is in charge of efficiently managing assets through acquisition, maintenance and preservation of company real estate. She is particularly in charge of rent management duties and legal rent related contents, which require vast knowledge. There are some difficulties whenever she faces new knowledge, but she says she is overcoming any difficulties well with the support and help of her colleagues. She says the only problem with being a former officer is that she is more used to military boots than high heels after three years in the military, and she still talks in a strict, military manner.

“I have not completely broken away from the habits I developed over three years, but my heart is used to this environment, and I am so comfortable that I almost forget I served in the military. I will continuously learn and grow as a KCC member so that my title of being a former officer will not hurt my reputation.”
Achievement through owner’s spirit

When I come across the word “owner”, I am reminded of a special memory. It is the story during my years as an assistant manager producing mineral wool at the Eonyang Plant about 20 years ago.

At the time, I was focused on improving the application efficiency of cupola, which is the smelting furnace for melting raw materials of mineral wool, with my fellow employees. We worked on the problem day and night at the production line for nearly a year and finally were able to increase the production quantity of mineral wool from 3 tons per hour to 4 tons per hour.

I jumped into the improvement work with a challenging spirit and vigor in my younger years, but improvement of productivity wasn’t as easy as it sounds.

The countless nights of working with my colleagues contemplating every detail and working with sweat on our brows is still vivid in my head. The burden of achieving our goal was weighing us down and sometimes I just wanted to lay everything down and run away because we were physically exhausted. But, I was able to again focus on the task at hand with the thought that I am responsible for KCC’s mineral wool. People might ask how could one employee take the entire responsibility of a product, but the owner’s spirit which reminded me that I am the owner of my position became the driving force behind overcoming difficult challenges.

Being fully aware of our responsibility and authority

The company motto “Let’s own our position” that can be seen throughout KCC holds a deeper meaning than just working with an owner’s spirit. It implies being aware of the responsibility and authority in one’s own position and situation so that we can think and act accordingly. For this purpose, the plant manager, new employee and the middle manager must be fully aware of their own responsibility and authority in each respective position and carry them out accordingly. This can maximize work efficiency and increase the profit of the company which in turn becomes individual growth. It is about creating this virtuous cycle.

The role of a plant manager is managing/directing and coordinating the tasks in a workplace so that the ideals and policies of the management can be realized. In addition, the plant manager must lead the employees to create the maximum profit in the current business situation and at the same time develop an organizing capacity that can enable the sales department to advance into the market by connecting/coordinating each department’s tasks and responsibilities.

If the members of the company can experience trust and unity by working towards the common goal of the company, each member will feel the pride as a KCC member and an exciting work environment can be created. This is also the way to maximize profitability as unity between labor and management and improved productivity are realized.

Owner’s spirit, the importance of self realization

When we talk about giving our best in our own positions, I thought about what I need to do as a plant manager. Recently, there is a lot of emphasis on SCM and Link in our company. These are systems for maximizing synergy effect through efficient organization and organic business processing. The plant manager must fully understand such management policies and clearly notify the responsibilities of each department, and give each member the corresponding authority. In addition, the plant manager must lead the employees so that each person can focus on their task with a clear knowledge of what is expected in each position. From this, each department’s scope of tasks can become clear and each person can realize how one’s own responsibilities influence the entire company. As the small stream flowing down the mountain gathers to become the river and the river ultimately becomes the ocean, the sound vision of the company can be achieved and the company can withstand the storms of crises when each employee fulfills the responsibility in each position. When everyone gives their best with one mind in each position, it will become the wings of KCC toward a global leading company.
Leadership and followership that create a solid organization

The quickest way to becoming the best leader is to go through a successful process of a follower!

Once, on the Japanese NHK television, it showed an interview of an 80-year-old master artisan who had become Japan’s top master builder with only elementary education background.

He, who specialized in building and repairing palaces in Japan for over 60 years, indirectly shared his secret to becoming the oldest master of palace work in Japan while many of his co-workers who began the work with him as young men were still working as simple carpenters.

“Even when I was performing chores, I worked with responsibility and pride as if I was creating the greatest work of art and sincerely assisted and learned from my seniors.”

He had unknowingly become a master artisan while diligently working with a disciplinary mindset to perfect himself, which went beyond a mere job to make ends meet.

The same characteristics were found in the former head chef of Hilton Hotel, Hyo-nam Park, who is also a self-made man and the first Korean to become a head chef at the world-renowned Hilton Hotel. He took his first steps as an assistant cook when he was hired with only a humble resume of elementary and junior high school education and a cooking license. After being hired, he worked with great passion as he was the first person to show up for work and the last person to leave, and he even practiced the hand motions for preparing ingredients on his way home.

Like this, he was able to become the best leader who could even boldly reject the scout offer from Shilla Hotel. Both of these men who became the best in their field by starting from the bottom share one thing in common. It is that they had passed through the difficult journey as followers with flying colors better than anyone else before becoming the best leaders.

Qualities of exceptional followers and leaders

Leadership refers to “the ability to lead oneself and others toward the right direction” and followership refers to “the mindset and action that gives good assistance and best support to enable leaders to succeed.”

In his book, <Jack Welch, Winning>, Jack Welch gave the following lesson to working people. “Do you want to get promoted at your job?” Then, eagerly desire a promotion. He emphasized that a promotion is not a gift given by someone, but a “path” pioneered by oneself.

Followers who become exceptional leaders consider the success of their leaders as their own success, and carry on “the lives as fellow workers who support their superiors the best way possible.” Eventually, they all become “influential members who have invisible force that moves leaders and are equipped with excellent followship.”

In addition, the leadership that brings out limitless potential from the followers is the hidden side of “voluntary followship.” This comes from the pride stemming from the faith and trust of the members. However, the leadership based on authority and rank is bound to create short term followship that is involuntary and superficial.

Not long ago, a CEO of a company who rose to his current position starting out with almost nothing said the following on a TV interview.

“The first reason for the existence of my business is the happiness of my employees. That is why I asked this to my employees. ‘What do you want your company to look like?’ Their answer was ‘a company with a good welfare system,’ and that has become the objective of my management.”

This interview certainly shows what qualities are needed by a leader to bring out exceptional followers. Leaders must always listen to the interests of followers carefully and cater to their needs, and communicate based on such trust.

We respect leaders who have reached great achievements, but it is impossible to produce valuable accomplishments without any help. Although great achievements seem to be accomplished by one leader on the surface, when we take a closer look underneath, we begin to realize that they are “products of team culture” created together by an exceptional leader and followers who are full of responsibility and owner’s spirit. This is why leadership as well as followship are so important.
Sincere attitude and focus on detail lead to success

Wang Zhong Qui <Power of Detail>

The book that answers this question, <Power of Details>, tells us very small things make big differences through abundant allegories and vivid real life practices. Let’s learn about sincere and meticulous attitude from this book that induces us to question what are some areas we were neglecting and what kinds of efforts are needed to strengthen our focus on detail?

By Jae-gil Kim / Seoul Office Paint Sales Department

A small mistake of an individual leads to large losses of the company

It has been 2 years since I started work at KCC. When I was knocking on the doors to employment after graduating college, I had grand dreams such as “I want to conduct my own business overseas” or “I want to become a respectable employee at my work.” So, when I first started working in the company, I thought I needed to promote important projects or present exceptional ideas to be “a great sales employee and a great worker.” However, I realized through work that there is a priority to work and no task is small or big nor more important or less important, and that even the smallest mistakes can lead to immense losses for the company. For instance, I had a personal experience close to deadline last April. I was supposed to correct a note on a distributor sales statement that said “1,000 won discount per product,” but I failed to do so. The total number of sales statements was 600, and the price difference surpassed 600,000 won. Fortunately, the error was found in early May and large losses were prevented through correction. But, if I wasn’t able to find the problem, it would have resulted in unexpected losses for the customer and a significant negative impact to KCC image.

The power of detail determines the success and failure of a career

<Power of Detail> is a book that contains the marketing and corporate management knowhows studied through practical business while the Chinese author who started from a low-level sales employee worked his way up to the CEO and consultant of a company. He also included many life example analyses on successes and failures to induce the readers into realizing the importance of detail that determines the success and failure of individuals and businesses. For example, a cellphone manufacturer “Ericsson” who accounted for more than 30% share of the Chinese market ultimately met its demise because of something they thought was a minor flaw. The late chairman Wang Yung-ching, referred to as the richest tycoon in Taiwan, started out as an employee at a rice store but later accumulated 9 trillion won in assets by mathematically analyzing a business report. If there are 10 members of detail who make calculations close to deadline last April. I was supposed to correct a note on a distributor sales statement that said “1,000 won discount per product,” but I failed to do so. The total number of sales statements was 600, and the price difference surpassed 600,000 won. Fortunately, the error was found in early May and large losses were prevented through correction. But, if I wasn’t able to find the problem, it would have resulted in unexpected losses for the customer and a significant negative impact to KCC image.

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Germany is a country where the automobile traffic culture and etiquette are just as developed as the automobile-making technology. Emphasis is especially placed on a culture that considers ‘people first’ and has consideration for pedestrians. In Germany, people jokingly say, “German drivers stop even when they just smell a person.” This indicates that pedestrians always come first at crossings, whether they have a traffic light or not. Drivers must concede if there is a person trying to cross.

Germany places importance on pedestrians, but it is also a country that guarantees enjoyment for the driver. “In Italy, children are not allowed to play near roads in case they get hurt, but in Germany, children are not allowed to play near roads in case they interfere with cars.” This saying shows that drivers can have the optimal driving experience on the road in Germany.

The Autobahn, the German highway, is especially famous for allowing drivers to enjoy the thrill of high speeds. Drivers can go up to around 200km. It consists of three to four lanes, and you can go faster on the inner lanes. However, there is a rule here. If you are in the third lane, you cannot overtake the car in the second lane. You cannot go on the lane on your right to overtake a car, and must speed focusing on the left lanes. The first lane of the Autobahn is the overtaking lane and high speed lane, and if you are in the first lane and the car behind you catches up at a high speed, you must signal to the left and move to the second lane. Drivers who are not comfortable with high speeds must not go into the first lane.

German drivers are always laid back about driving
German drivers always seem to be laid back. This is especially apparent when you see how they react to a car that signals to enter their lane. Most slow down so the car can enter their lane. This is completely different from some drivers in other countries who move closer to the car in front of them when they see another car trying to enter their lane.

In addition, you can hardly hear the honk of a car on the streets. In other words, both drivers and pedestrians abide by traffic laws well, so there is no need to honk. There are also signs of drivers being considerate of other drivers. There are many roads narrower than the big roads of Seoul in the cities of Germany, and there is heavy traffic frequently because of many foreign cars trying to find their way around, but it is hard to hear anyone honking. German people do no honk but wait, even if the front car is standing still at a green light, and even if a car is moving slow and blocking their way.

It is also difficult to find cars that break suddenly, accelerate suddenly, or speed of fast as soon as the light changes, whether in the city or outskirts. Of course, there may be some exceptions. However, German people generally drive modestly, so it is difficult to see someone drifting.

The traffic manners of German drivers who have good driving habits, a good sense of order, and consideration for pedestrians and other drivers, contribute to decreasing traffic accidents. How about learning something from the inspiring driving manners of Germans?

TIP: Traffic rules you should know when traveling to Germany

There are priorities when driving!
Remember there are priorities when driving in the city in Germany. Cars are legally not allowed to overtake public transport such as buses or trams.

The driver on the right goes first when passing a junction!
When at a junction where the roads are the same width, there are no lights and no signs, the car on the right has the right of way. Remember you do not have the right of way just because you got there first.
Making Fragrance with Congratulations and Thanks

The two colleagues Employee Eun-youp Lee of Metal Coatings Promotion Team and Employee Hea-jin Hyun of Market Insight Department who joined the company on the same day and boast the best of friendships were able to share a special experience. On the day they completed the air fragrances with the hopes of good memories poured in the pure white plaster, they once again realized how precious their friendship really is.

Sharing a moving moment that warmed their hearts
It was a short list of ingredients. It only required plaster powder, water, fragrance oil, and solubilizing agent that allow water and oil to mix well. First, they began with the mixing of the ingredients.

“Mix the fragrance oil with the solubilizing agent. It’s important to use the exact amount.” As Employee Eun-youp used the electronic scale to make a perfect measurement, she said it reminded her of the time she made powder coating. She pumped herself up with confidence as she said, “The first task I was placed in charge was making a plaster fragrance for her so that she can use it as an interior decoration in her newlywed home. I want to express my congratulations with the fragrance.”

Employee Hea-jin who will be making plaster fragrance with her thanks to Employee Eun-youp also seemed very excited. “She is a colleague who really understands me. We are members of the company’s mountain hiking club and we also take dance lessons together. But, I am really looking forward to this experience because we never had the chance to make something nice like this together. They have decided to make fragrances as a gift according to each other’s preferences and also make some for their mothers. “We often visit each other’s homes and both of our mothers really welcome us and even treat us with delicious food. We plan to make special gifts for our mothers as well.” When they both said this, it was obvious that they had built a close relationship over the year.

“Unlike any other fragrances, plaster fragrances don’t have to be replaced. As the plaster has the characteristic of absorbing fragrance, all you need to do is continuously spray it with perfume or fragrance oil. Also, it is easy to use because it doesn’t break easily.” They closely observed a variety of plaster fragrance samples and chose the ones they felt best complemented the recipients. “Oh, that’s it!” said Employee Hea-jin as she chose the rose and owl shape samples. Then, Employee Eun-youp decided to make the pieces in angel and oval shapes. Next, they chose different fragrances. “What about this fragrance?” “Subtle yet luxurious scent would be nice don’t you think?” They shared their thoughts and finally decided on the sweet mandarin and rose scents. They put on their work apron and the real challenge began.

Sharing a moving moment that warmed their hearts
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Feedback & Approval

We must go through the process of feedback and approval when processing work at the workplace or when making final decisions on big and small affairs at home. Let’s learn what kinds of expressions are used by native speakers.

**Expression 1.**

**Bounce it off Sam.** (발계님 멜어보지.)
Bounce it off Sam means to see what he thinks, as if “bouncing a ball off a wall” to see what it does. You can also say “why don’t you ask Sam?” This expression is ideal when two people can’t make a decision and want to get a third opinion.
A: Do you think we should use this advertisement?
B: I don’t know. Bounce it off Sam in marketing.

**Expression 2.**

**Get his two cents.** (돈을 먹어요.)
Here, “two cents” means “advice.” So you can also say “Get an advice.”
When your colleague is contemplating a decision, why don’t you tell him/her to get an expert advice?
A: Do you think my blueprints look accurate?
B: Yeah, but get Mr. Manson’s two cents before you start working.

*blueprint: design drawing *accurate: precise, correct

**Expression 3.**

**Get her stamp on it.** (득표를 받으세요.)
Get her stamp on it means to get her consent. Here, “stamp” is like the seal used in Korea and it can be replaced with “signature” like in the expression “We need her signature.”
A: Will we be able to take this trip to Poland?
B: I think so, but we have to get mom and dad’s stamp on it.

*be able to: able to do ~ *take a trip to: go on a travel to ~

Intelligent Speaking

Remember to use this expression when you meet an eloquent speaker who can speak very smoothly!

**Expression 1.**

**He’s a smooth talker.** (그는 말을 유창하게 해요.)
His words persuade people easily. When somebody is a smooth talker, it means he/she can easily persuade others through skilled speaking. This expression is ideal for a skilled speaker. You can also say “He is a fluent speaker.”
A: How did Ben convince the client?
B: You know how he is : he’s smooth talker.

**Expression 2.**

**She’s got a way with words.** (말의 달인이예요.)
She’s very good at words. “Got a way with” means “very skilled.” Remember this expression and use it when you meet a very fluent speaker.
A: How did Cindy become the company’s top sales woman?
B: She’s got a way with words. Customers are always convinced by her.

*be convinced by ~ : to be persuaded by ~, to gain understanding through ~

**Expression 3.**

**Her words grab you.** (그녀의 말에 사로잡혀요.)
It isn’t always the beautiful appearance of people that grabs our attention and captivates us. People who can speak very well also captivates us. Here, use the expression “grab,” which means to grasp something.
A: Do you think Marion is a good presenter?
B: Of course! Her words really grab you.
Sealant SL1000 Receives Low-carbon Product Certification for the First time in Korea

On July 29, KCC’s Silicone sealant product “SL1000” obtained the first low-carbon product certification in the country, which is the 2nd level of Carbon Footprint Labeling System. The Carbon Footprint Labeling System is a certification system implemented by the Ministry of Environment that displays the amount of carbon dioxide emission on a label by converting all greenhouse gases emitted during a product’s lifecycle from production to transportation, distribution, disposal, etc. Low-carbon product certification can be obtained when a carbon emission certified product reduces carbon emission or when the emission is lower than the industry average. And KCC’s SL1000 received the first low-carbon product certification in the country among sealant products by having 1,127gCO₂/product emission.

Gumi Color Center Holds Completion Ceremony & Praying Ceremony

Last August 4, the Gumi Color Center began operations at the Gyeongsangbuk-do Gumi industrial complex #4. On this occasion, Jung-dae Lee, the head of CRI, Dong-hun Sin, the director of the production headquarters, Jung-chul Mun, the director of the Quality, Technical business headquarters, Youn-joo Lee, the director of the sales headquarters, Sung-yeun Kim, the director of the plastic business sector, Young-jun Sin, Daegu branch manager and other related employees were graciously present and participated in the ceremony. The Gumi Color Center will play an important role because the global hub plant of Korea’s mobile companies is located in Gumi along with other primary and secondary related agents.

In particular, the mobile industry has a speedy product development cycle and uses new and various materials. Thus, it is necessary to have a fast responding sales force. To do this KCC is planning to develop and promote coatings that are applicable to all kinds of plastic electronics through their Gumi Color Center. Plus, mobile related companies who will visit the Gumi Color Center will carry out joint development meetings from the beginning stages of product development. Once the products that are developed from Gumi Color Center gets their final approval, they are expected to have a great ripple effect since they can be produced and sold in the global market e.g. China, India, Vietnam, etc. KCC will focus on product development under the mission of accompanied global growth with its partners.
Publication of 2014 <Sustainability Report>

KCC published the <2014 Sustainability Report> containing overall Corporate Social Responsibility (CSR) activities in the year 2014. This report which KCC published for the first time was selected as an excellent report in the first report section by the KRCA. KCC included overall management information in the sustainability report such as governance structure and consolidated statement of financial position, as well as, top 5 CSR strategies and performances such as CSR risk management, human resource management, sustainable technological innovations, customer and market trends, and shared value creation. In particular, continuous commitment to CSR was expressed through the report as the table of contents was linked to the 5 CSR strategies, and strategic challenges for each issue were presented. The report also includes promotional activities in 2014 according to the challenges, as well as, specific promotional plans for the future. Anyone who wishes to read the sustainability report can visit the KCC website (www.kccworld.co.kr).

The HomeCC Interior Model
Jeon So-min meets with Changwon Customers

On August 8, actress Jeon So-min met with KCC’s customers in Changwon as a HomeCC Interior advertisement model. This event was held to celebrate the opening of HomeCC Interior’s new display store in Changwon City. Ms. Jeon held a fan signing and had a commemorative photography shoot with visitors. She also offered interior consultations to customers while performing as a HomeCC Interior staff for the day. Plus, Ms. Jeon threw the first ball at the Changwon NC dinos’s home game. The Changwon NC dinos are currently carrying out co-marketing campaigns with HomeCC Interior and will carry out even more diverse joint marketing in the future. A gift of gratitude will be given out and a 5% discounted rate will be offered to NC dinos members who become a member of HomeCC Interior.

Ji-hyun Seong / PR & AD Team

KCC Participates in a Patriotic Campaign in Commemoration of the 70th Anniversary of Liberation Day

On August 11, KCC raised Korean flag on the outer wall of its HQ building and KCC E&C’s HQ building located in Jamwon in commemoration of the 70th anniversary of Korea’s Liberation day. This was done in an attempt to remind us of the meaning of this special day as well as join the government’s various policies to lift the nation’s spirit. The Korean flag, which was installed on the outer wall of company building, is 20m wide and 25m tall. It also has the slogan “A great journey and a new challenge” together with the emblem of 70th Anniversary of Liberation Day. The purpose of the campaign was to evoke patriotism in everyone in light of the upcoming Liberation Day, and because the location of all the company buildings were close to large floating population such as KCC building near Gyeongbu Expressway and Gangnam-daero and KCC E&C building near Guro-gu and Line 3 Sinsa Station, KCC was able to more effectively share the meaning of Liberation Day with the public.

Ji-hyun Seong / PR & AD Team

The Munmak Plant Hosts a Private and Public Joint Training on Chemical Accident Response

On July 15, the Munmak Plant carried out a Joint Training on Chemical Accident Response in collaboration with the Wonju Regional Environmental Office, Wonju City and the Wonju fire station. This training, hosted by the Wonju Regional Environmental Office, simulated a supposed case where there was a toxic agent spill accident such as Formaldehyde. 40 participants from a disaster prevention agency and companies in Gangwon-do took part in this extremely realistic training exercise. This exercise was carried out with high expectations to enhance and further develop the company’s safety awareness and also improve their accident response time and capacity.

Han-kuk Keum / Munmak Plant
We call people who have extraordinary competence in a particular field masters. So, we can complement people with good speaking skills by saying, “You are a master of words!” What is another English expression for this?

I am a high-quality tile that does not deform due to heat or moisture as I am made with a special manufacturing technique. I am also a flooring decoration material with excellent durability that is ideal for commercial facilities that have heavy human traffic such as schools, department stores, buildings, and restaurants. What am I?

Guess in English!
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Carefully view the pages of our house journal. Guess what I am by looking at the blown up picture of my original appearance from a photo of a column and through the questions below.

Please send my name to our house journal email (sabo@kccworld.co.kr) by September 17. A randomly selected winner among those who have sent the correct answer will be awarded. We hope to see a lot of participation from our fellow KCC employees!

Congratulations! You are the winner of our August issue quiz.

Sang-hun Jeong / Quality Infra Team
Kyu-tae Lee / Judicial Affairs Section
Tae-rae Kim / Planning Conflict Response Team

Hun-hyun Cho, a 9-dan (grade) professional Go player, first entered the world of Go at the young age of nine years old in 1962. He was the youngest person ever to join the professional world of Go and the record has not been broken yet. Hun-hyun Cho, who had a grand entry into Go, holds the world record for most wins with 1,983 wins and for most championship titles with 160 championships. Such achievements have raised the status of Korea, which was far from being the main player at the world stage at the time. He is known for aggressive traits that attack the opponent with swift and fast decisions and has accomplished an unprecedented achievement in Korea as well as in the world. He was able to dominate the world with such traits because he had exceptional way of thinking and judgment. He was always one step ahead of his opponents, but his way of thinking is rather simple. It is that one must have one’s own thought, conviction and the decisiveness to make decisions. Hun-hyun Cho realized that his own thoughts determine the result of a contest through many decades of competing in Go, and when he was playing Go, he removed all worldly thoughts and only concentrated on Go. Through this, he believed he can determine the moment through the power of thought. In addition, during the process of replaying his prior Go matches by reenacting each move to review his mistakes, he gained new lessons and recovered from the pain of defeat.

As Hun-hyun Cho continuously made improvements through countless reenactments of his moves, we can also live a more mature life by looking back on our mistakes. “There is no problem in the world that cannot be solved. Contemplation always leads to a solution.” Let’s practice Hun-hyun Cho’s way of thinking.