

# 그린동화

GREEN DONGWHA MAGAZINE  
OCTOBER 2013 | Vol.160



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Dongwha is heading towards happiness.  
Coming together on a global frontier for a successful tomorrow,  
filled with energy are the people who lead Dongwha.  
We are one family under the name Dongwha.

그린동화

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Happiness

Trust

Respect for Talent

Change and Innovation

Integrity



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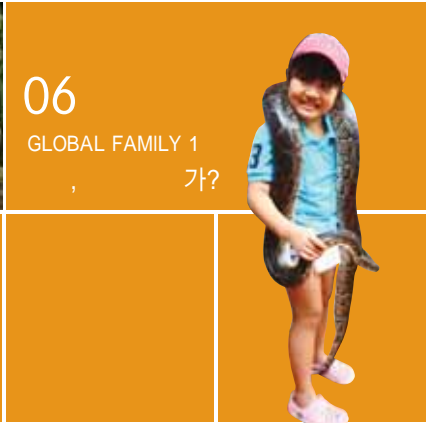


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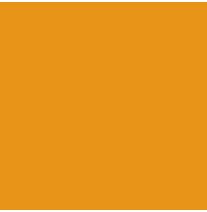


With the goal of having a clear vision we will strengthen global business capabilities and grow in value. The mindset of facing challenges and forging ahead towards a bigger world is the hope that will lead Dongwha's future.

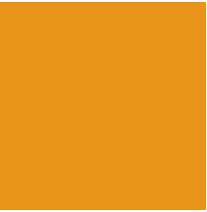
# Global Dongwha



06  
GLOBAL FAMILY 1  
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12  
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Fathers take part in 'Employees' Children Global Culture Exploration'

아빠!  
우리 어디가?

Dad! Where are we going?



2004 . 가  
9

'Employees' Children Global Culture Exploration' shows a bigger world to the children of Dongwha employees. This program started in 2004 where the original purpose was to give children the opportunity to experience their father's workplace. The 9th Employees' Children Global Culture Exploration, this time around, the children are accompanied by their fathers.



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가 가

Ten years have passed by since this program firstly started as a way for children to experience their father's workplace. And now it has evolved into a source of pride for Dongwha. In the early days children would visit their father's workplace in Korea but that soon became a chance for children to go visit overseas worksites and explore other culture during their summer vacation. It has now gone a step further to become a program where fathers and their children go overseas together.







PB



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### For 5 days 3 nights Dongwha's very own reality program 'Dad where are we going?'

This time around the program takes the participants to Vietnam. It is a 5 days 3 nights trip to explore the culture of Vietnam together with Dongwha worksite. It is a program offered in the the latter half of the year that fathers are actively involved in. it will also create different memories for their children during summer vacation. Gathered at Incheon Airport, it may be early in morning but their faces don't look tired. It looks like all employees who take part in this program agree that they don't spend enough time having conversations with their children, which makes this an ideal event for them!



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8

GLOBAL DONGWHA



PB



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### Starting with a visit to Dongwha's Vietnam workplace the trip continues with an exploration of Ho Chi Minh, Cu Chi and My Tho.

The fathers have brought over necessary items for their colleagues working in Vietnam. The moment they enter Vietnam worksite, they are filled with happiness at the sight of the enormous size of the worksite then once again at seeing colleagues they haven't seen in a long time. The happiness, however, is short-lived as their meeting with former colleagues is too brief. After the surprised reactions of the children at the fact that there is another overseas company that belongs to their father's company, the Vietnam worksite visit comes to an end.

GREEN DONGWHA MAGAZINE

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# '베트남에서의 마지막 밤을 보내려~'

'Spending our last night in Vietnam~'



PB

Daesung Wood, PB Factory **Dae-yeong Kim**

66

Time has flown by so quickly in Vietnam. I am spending my last night here thinking that I should work harder if even for my colleagues who couldn't be here.

99



PB

Daesung Wood, PB Factory **Bong-gi Kim**

66

We took a walk in the park, just the two of us tonight. I felt my eyes well up when my daughter said 'I can't say I'll be a good daughter but I will try to be a good daughter'.

99

66

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Although I was a bit sad that Woo-jin is too young to know what's going on, seeing the Vietnam worksite, the work 'proud' comes to mind. More than anything because my family could experience how great Dongwha is, tonight I am proud to be a part of Dongwha.

99



2

Dongwha Enterprise, Raw Materials 2 Team **Min-seok Choi**

66

가 , 가

Somehow the thoughts of my family whom I've oversight appear deeply to me tonight. I also find myself missing my mother even more than I already do. When I go back to Korea, I will promise Ha-eun that next time we'll take a big family vacation altogether.

99



Dongwha M Park, Auction Support Team **Ki-bum Jo**



Dongwha Enterprise, Research Team **Sung-dong Jang**

66

I would like to thank everyone at Dongwha and our Chairman. I am so happy that I could be a father who could give my son the 'joy' of seeing a new world and the 'time' to see and talk about it. 🌱

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“K / ”

\* Families of Dongwha Vietnam employees ride the Korean wave



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Approximately 400 Dongwha employees and their family members attended the event on August 17<sup>th</sup>. Employees of Dongwha Vietnam and their families are gathered at the Binh Duong gym. Under the theme “Amazing Taekwondo, Beautiful Korea” guests were treated to a Taekwondo demonstration, Korean dance and a concert introducing ‘K-Pop’. The World Taekwondo Peace Corps which gave the demonstration is a volunteer corps which tours the globe to promote Korean sport of Taekwondo. They have paid a special visit to perform a Taekwondo demonstration for Dongwha Vietnam employees and their families. 🌿

“ ”





THE PROUD 가  
Dongwha Nature Flooring wins the outstanding product award for customer value  
‘THE PROUD’



‘2013 THE PROUD’  
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Dongwha Nature Flooring has won the outstanding product for customer value award at the ‘2013 THE PROUD’ awards hosted by the Korea Management Association Consulting in the car/eco-friendly housing category. Consumer survey results show the company leads the market thanks to their differentiated innovativeness thereby creating exceptional results for their customers. In winning this award, Dongwha Nature Flooring has promoted the superiority of their laminate flooring and raised the company's image and brand value a notch higher.

Laminate Flooring recognized for outstanding ability to alleviate inter-floor noise

SBS

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An SBS lifestyle and economy tv program chose laminate flooring as the way to solve the seriousness of inter-floor noise and the suffering that arises from it. It showed the outstanding abilities of Dongwha Nature Flooring's ‘cork pad’ in alleviating inter-floor noise. Through this, it is expected that Dongwha Nature Flooring's brand recognition and credibility will go up significantly.

MBA  
‘MBA’  
‘Dongwha MBA course’, a key MBA module created by professors from leading universities

MBA / 9 3 MBA

MBA



Dongwha Holdings is making the first move in responding to the changing global business environment and business expansion by creating ‘Dongwha MBA course’ to nurture leaders who will lead the quantitative and qualitative growth of Dongwha. For 3 months starting from September, centered around the MBA's key module, professors from leading universities will visit the company to teach business management through teachings based on case studies and expert business theories. It is expected that ‘Dongwha MBA course’ will allow students to get a wider and deeper understanding of the business process.



Launch Sales Academy targeting board, flooring sales staff

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Dongwha Holdings is operating a 'Sales Academy' to nurture sales staff with expert knowledge and a professional mindset. This training course targets the entire sales force working in the board and flooring division. For two days, on September 10<sup>th</sup> and 11<sup>th</sup>, participants shared case studies and laws of persuasion to win over the hearts of customers as well as knowledge on how to create customer value through marketing. Intense training sessions on contact and debt management were also conducted, the purpose of which was to build expert knowledge. Through this process, as a market leader, the company aims to practice the company value of putting customers first and strengthening expert sales skills to produce results.

(Ramadan Activities in Dongwha Malaysia)

## Ramadan for Dongwha Kulim



## Ramadan for Dongwha Merbok



## Ramadan for Dongwha Nilai



‘2013

Dongwha rookies head for Vietnam for **2013 Dongwha Rookie Challenge!**



From a different light! With new capabilities!

We will take responsibility for Global Dongwha!

Taking on something new and experiencing foreign country, “Dongwha Rookie Challenge” takes place in Vietnam. Visiting Vietnam worksite, the rookies check out the current status of global Dongwha and take on the tasks they have been given as a part of 2013 Rookie Challenge for the purpose to strengthen teamwork and improve capabilities. Not only did participants visit Dongwha worksite during this tour but they also paid visits to the overseas offices of Posco and other Korean companies' offices in Vietnam to get a deeper understanding of how overseas business operates. The rookies have been busy crisscrossing this foreign country while carrying out global missions given to them. They will achieve their future plan along with Dongwha dream, by improving their capabilities.

The never ending homework of an office worker! **English, a constant hurdle!**

## ‘Lounge English’

Enjoy a happy escape at the ‘English Lounge’



The winds of global innovation blow through the green lounges in Incheon and Yeouido.

*‘My TOEIC score is high but not when it comes to speaking...’  
‘I’ve been learning English for decades... it’s still so difficult’  
‘Listening... I understand most of it but writing documents is constantly an issue’*

An era of globalization! Everyone knows how important

English is in broadening one’s perspective of the world. In fact, these days it’s increasingly difficult to avoid. Accordingly, Dongwha has adopted an in-house coaching system. To reduce the inconvenience of employees having to make time to go to a language institute they can go consult with an English teacher at any time, thanks to the English coaching system, which is precisely what the ‘English Lounge’ is!

A small class made up of under 10 employees helps the conversation flow more freely and helps them overcome their fears of English.

Because the classes are customized to individual capabilities, it improves effectiveness and increases the rate of learning progress.

In addition, the lounge also operates an ‘open clinic’ for editing and re-writing documents. The results are natural-sounding, high caliber business documents. By making use of the services offered at the English Lounge, Dongwha employees find themselves taking their global capabilities one step higher.



“I can say without a doubt that this is the start of global Dongwha and it’s biggest benefit for employees!” \_ **Jun-ho Lee**

“As I dream about working overseas in the future, I think it will be a fun preparing for it one step at a time.” \_ **Ho-eon Lee**

“The thirst I had for learning English over the years is flaring up.” \_ **Hye-jong Choi**




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As soon as I walked into Dongwha Holdings, I knew that it would be a great place to work. It has a great atmosphere and the people have been more than friendly. As the new English teacher here, I hope to improve your skills with the English language and show you that learning can be fun! I am incredibly excited to meet all of the employees and eventually get the opportunity to teach each and every one of you! My office is open to all who wish to practice English, so feel free to come by and strike up a conversation or ask me any questions. I look forward to my time here and big thank you to everyone for the warm welcome!



Profile



Name Josh Kim  
City New York

*I am impressed by the Dongwha students because they are enthusiastic about learning.*

# INCHEON

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I am impressed by the Dongwha students because they are enthusiastic about learning. Even beginner level employees are taking the initiative to participate actively. I look forward to seeing the employees continually improve in their confidence and ability to speak. The class atmosphere is very positive at Dongwha as the classes seem to be learning and having fun at the same time.

# YEOUIDO

Profile



Name Maria Lee  
City Virginia

*I look forward to my time here and big thank you to everyone for the warm welcome!*





서울경제 2013년 08월 21일 수요일 A18면 산업

글로벌 인재 키우기  
팔 건어붙인 동화홀딩스

인턴십으로 국내외 인력 뽑아 해외사업장 탐방·외국어 교육...

동화홀딩스는 지난 12~15일 베트남 호찌민시 일대에서 '글로벌 인재 키우기'를 주제로 20일 동안 인턴십 프로그램을 운영했다고 20일 밝혔다. 이에 따라 입사 1년차 이내 신입 사원들이 해외 사업장을 방문하고, 개인별 멘토를 배정하여 업무에 적응할 수 있도록 하는 등 글로벌 인재 양성에 주력하고 있다.

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파이낸셜 뉴스 2013년 07월 17일 수요일 020면 산업

동화자연마루 고객가치 최고

한국능률협회 선정  
車·친환경주거부문  
고객가치 최우수상품에

동화자연마루는 한국능률협회가 주관하는 '2013 The Proud'에서 자동차·친환경주거 부문 고객가치 최우수상품으로 선정됐다고 16일 밝혔다.

The Proud 고객가치 최우수상품은 소비자에게 가치 있는 구매의 기준을 제시하는 국내 최고 상품을 선정하는 제도로, 6개 부문의 132개 후보작을 대상으로 심사가 이뤄졌다.

동화자연마루는 생산 중인 강화마루 전 제품의 우수한 품질과 차별화된 서비스를 고객에게 제공한 공로를 인정받아 고객가치 최우수상품에 선정됐다.

동화자연마루 관계자는 "10년 품질보증과 친환경 강화마루 출시 등 고객의 기대를 뛰어넘는 제품과 서비스로 업계 발전을 선도한 공을 인정받아 '고객가치 최우수상품'에 선정됐다"며 "앞으로도 고객의 니즈에 부합하는 제품과 서비스 개발을 통해 고객의 가치를 높일 수 있도록 하겠다"고 밝혔다.

아시아경제 2013년 09월 09일 월요일 005면 종합

프로 버전 한판에 5만 원 베풀 '엠파크 옥션플러스' 가보니  
중고차 경매, 뜨는 까닭 있네

지난 1월 인천 개항장에서 열린 '엠파크 옥션플러스'의 중고차 경매에 참가한 한 참가자가 경매를 통해 차량을 구매하고 있다. 엠파크 옥션플러스는 '엠파크 옥션'을 기반으로 한 온라인 중고차 경매 플랫폼이다. 엠파크 옥션은 2012년 12월 1일부터 운영을 시작했으며, 현재까지 총 1,000여건의 차량이 경매를 통해 팔렸다.

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경안일보 2013년 08월 02일 금요일 007면 경제

누구나 쉽게 인터넷경매  
중고차매매의 혁신 질주

성공가도 달리고 있는 '엠파크 옥션플러스'

인터넷 중고차 경매 플랫폼인 '엠파크 옥션플러스'가 최근 업계에서 큰 반향을 일으키고 있다. 엠파크 옥션플러스는 '엠파크 옥션'을 기반으로 한 온라인 중고차 경매 플랫폼이다. 엠파크 옥션은 2012년 12월 1일부터 운영을 시작했으며, 현재까지 총 1,000여건의 차량이 경매를 통해 팔렸다.

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서울경제 2013년 07월 17일 수요일 A16면 산업

동화자연마루 고객가치 최우수제품에

능률협회, 품질보증 노력 인정

동화자연마루는 한국능률협회가 주관하는 '2013 The Proud'에서 자동차·친환경주거 부문 고객가치 최우수상품으로 선정됐다고 16일 밝혔다.

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동화자연마루 관계자는 "10년 품질보증과 친환경 강화마루 출시 등 고객의 기대를 뛰어넘는 제품과 서비스로 업계 발전을 선도한 공을 인정받아 '고객가치 최우수상품'에 선정됐다"며 "앞으로도 고객의 니즈에 부합하는 제품과 서비스 개발을 통해 고객의 가치를 높일 수 있도록 하겠다"고 밝혔다.

파이낸셜 뉴스 2013년 07월 17일 수요일 020면 산업

“투자 없이는 미래도 없다”  
아산 신공장 증설 ‘승부수’  
2015년 매출 5천억원 달성

아산 신공장 증설 ‘승부수’ 2015년 매출 5천억원 달성

아산 신공장 증설 ‘승부수’ 2015년 매출 5천억원 달성

아산 신공장 증설 ‘승부수’ 2015년 매출 5천억원 달성

아산 신공장 증설 ‘승부수’ 2015년 매출 5천억원 달성

아시아투데이 2013년 08월 26일 월요일 015면 산업

건자재 업체 “건설 불황, 車사업으로 뚫어라”

건설경기 침체로 어려움을 겪고 있는 국내 건자재 업체들이 자동차사업에 발목을 돌려보고 있다. 이들이 자동차 사업으로 눈을 돌린 것이 최근의 일이다. 건설·부동산 경기 침체로 건자재 사업이 부진을 면치 못하면서 자동차 관련 사업이 더욱 주목을 받고 있다.

25일 건자재 업체가 따르면 강화마루, 중·고급도 섬유판(MDF·HDF), 문짝 등을 생산하는 동화홀딩스(대표 송명호)는 자회사인 동화홀딩스(주)를 통해 자동차 사업을 강화하고 있다.

동화홀딩스는 중고차 매매를 중심으로 하는 자동차·메카닉 마켓 사업을 미래의 성장동력으로 육성한다는 계획을 수립하고 동화홀딩스(주)를 설립했다.

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앞서 2012년 10월 인천 서구 가좌동에 국내 최대규모 중고차 복합매매단지인 엠파크를 오픈해 운영 중이다.

이같은 움직임은 실적 증가로 이어지고 있다. 동화홀딩스는 지난해 12월 말 기준 자동차 사업부가 52억원의 매출을 기록해 112억원의 기록한 이후 증가세를 보이고 있다. 지난해 하반기 기준 자동차 사업부가 280억원, 이후 사업부가 330억원의 기록한 것과 비교하면 6개월 만에 연세가 역전된 것이다.

LG하우시스(대표 오영환) 역시 기존 유통채널인 인터넷·자재 건 건축자재 부문 외에 자동차 시장, 대시보드 등 인테리어 소재 및 자동차 내외장 부품 등을 생산하는 고가형 소재 및 부품 사업을 강화하고 있다.

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2013년 08월 26일 월요일 015면 산업

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가

If we continue working hard to use the world as a springboard to overcome crisis and leap forward to a higher place, the dreams we all wish for will bear fruit tomorrow.

# Do Dream Dongwha



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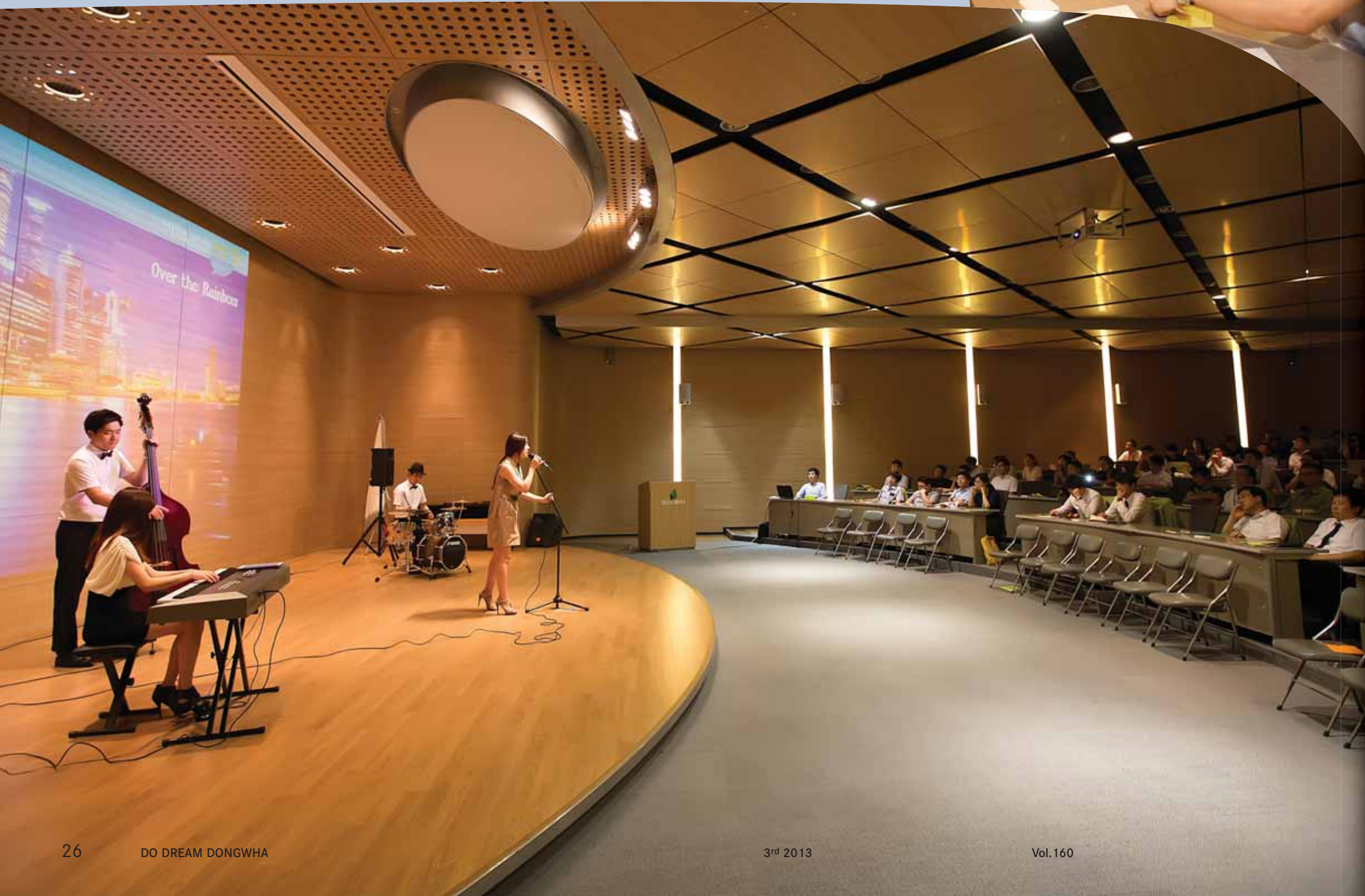
GREEN LOUNGE

Q&A

38



healing and healing and energy!



! , !

Open Agora!  
Innovation theme, English Festival theme, continues with  
Communication theme, and this time it's about Healing and Energy!



(Jazz)

가  
가?  
가 가

**The Open Agora meets jazz melodies**  
Compare to other type of music, jazz seeks for innovation. That's because it is a genre of music that sounds different each time it is played creating a new feel. This is why, when we talk about the definition of jazz, we can't leave out the word "improvisation". Unlike other Open Agora, this time we get to experience the musical improvisation of jazz. You may not be sure what it is, but don't you feel energized when you see something a bit different than before or try something new? At this Open Agora, while experiencing healing with music, Dongwha employees can feel the improvisation of jazz music, which has energized them.



Love, , Sing Sing Sing.

가  
가

### Paper planes carry song requests

Love, Jeju Island's blue night, Sing Sing Sing. songs familiar to us, that beckon to us to sing along, fill the air at the Incheon main auditorium. Just like that, it's already time for the last song. Paper planes of all shapes and sizes are being made by Dongwha employees with sheets of paper holding their song requests. As they yell out one~two~ three the planes carrying the songs they want to hear soar through the Incheon auditorium. Crayon Pop's "BBa BBa BBa", Nora Jo's "Superman", Busker Busker's "Blossom" and all sorts of other different requests have been pushed aside to play "Grass Love" a song that comes to mind when you think of healing. With this song that Dongwha employees passionately sing together as they bring the evening to a close. 🌱



Creating  
Happiness  
Respecting People  
Building Partnership  
DONGWHA VISION





&

Trot music queen Jang Yun-jung and her husband Do Kyung-wan have made the smart choice in choosing Dongwha Nature Flooring to create a feeling of comfort and luxury in their new home, far away from the hustle and bustle of the city out in Yongin.



가  
가

It suits the surrounding of nature landscape, giving a feeling of serenity. It exudes a modern and urban sensibility with a rustic feeling built to suit 'a place of rest for a busy couple working in broadcasting'. Working together with Dongwha Nature Flooring in designing this house for the newlyweds, the focus was to create a natural design using the suitable finishing materials that would remain the most of nature landscape surrounding. Let's take a look at this couple's house and how it was reborn into an even more sensible space by adding luxury touch.



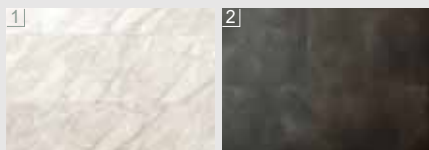


## \_ Living room

가

The marble table goes well with the high glossy Dizain wall and dark brown sofa. The combination of Dizain wall's high glossy mar-ron beige and stone dark brown on the art wall completes the sophisticated and luxuri-ous living room.

### Construction pattern



1. 가

**High glossy marron beige** | A pattern that brings marble's high-gloss texture to life. The combination of beige and gray come together in a subtle way to produce a deeply luxurious feel.

2. 가

**Stone dark brown** | A serene and dignified stone pattern. Good for mixing with other patterns to produce a variety of styles.



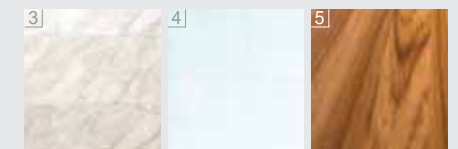
가 2  
Jung Yun-jung calls the 2nd floor living room the "face" of her house.



## \_ Multi-purpose room

Choosing to forgo other decorations in the room, the natural wood and warm color of the Dizain wall's marble pattern was used and it creates a cozy atmosphere.

### Construction pattern



3. ( ) |

**Dizain wall bonito ivory (art wall)** | An ivory marble pattern that brings the marble's high-gloss texture to life. This elegant and feminine design is used to create a feeling of warmth in this space.

4. ( ) |

**White (main wall)** | This clean white pattern suits any space.

5. E0 ( ) | 가

**Crozen EO style teak (floor)** | The cool feel of the grains in the teak stand out in this pattern and the warm brown color gives off a sense of stability.



(home bar)

1

1st floor multi-purpose room is mostly used as a home bar, and it is used as a guest room when they have guests coming.





This pattern of interlocking wood gives Do Kyung-wan's study room a feeling of serenity and warmth.

— Study room

가 가

The study room was built just for Do Kyung-wan and was designed to be serene and open. Since a study room should not only look comfortable, but feel comfortable, it was finished with a pattern of interlocking wood and windows were placed throughout so he could relax while enjoying natural light and scenery.

Construction pattern

6

6.

( ) |

Dizain wall cappuccino block(art wall) | Dizain wall cappuccino block(art wall) The deep brown pattern gives off the sense that the natural wood grains are real.



/ — Stairway/Hall  
1 ~3

EO

The windows in the stairway linking the 1st and 3rd floors were maximized in order to enjoy the abundance of natural light and beautiful scenery.  
For the stairway and halls the focus was put on practicality. To keep it simple, the travertine light Dizain wall was used for the wallpaper and Crozen EO style teak was used for the floors. Using travertine light in a space with high ceilings creates a bright atmosphere and gives it a subtle charm. 🌿

Construction pattern

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7.

EO ( ) | Crozen EO style teak (floor)

8.

( ) | 가

Dizain wall travertine light (main wall) | A soft and natural marble pattern in a light cream color. It suits this natural and modern style space perfectly.



The large wedding pictures make the stairway stand out.





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Continuing from the Incheon offices yet another happy space.  
A look at the ‘Incheon Buksung-dong Green Lounge’

가 ‘Green Lounge( )’ !

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### Creating happiness through mutual understanding and communication is the Green Lounge which has opened in Buksong-dong

A different type of energy unique to the Green Lounge! Operated under a different concept from the Green Lounge in Yeouido, Buksong-dong Green Lounge boasts wide front-facing open windows. Located on the first floor, the open layout allows the coolness of autumn to come in as soon as the windows are opened. In addition to freedom, if you lean your head back, you will greet the blue skies, clouds and breeze. The Green Lounge will be responsible for giving energy on the job and providing a time to recharge. Like the Green Lounge which holds the untouched beauty of nature, we wish Dongwha employees to always remain healthy and happy.

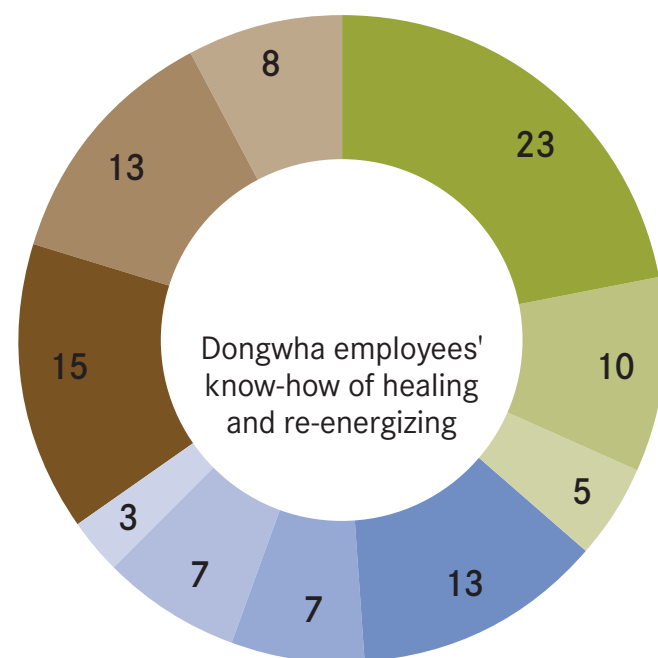
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Surprise diagnosis  
“To me the best way of healing  
• re-energizing is \_\_\_\_\_!”

### Dongwha employees reveal their secret of healing

Dongwha employees responded as follows: with family, through travel, alone rather than together, from the little things to the dreams that build the future...we share how Dongwha employees find healing for their mind, body, and soul. Not to mention, ways for them to re-energize.

Surveying on how Dongwha employees find healing and re-energizing.



#### RELATIONSHIP

- 가 \_ 23  
With family
- With nature \_ 10
- With sharing \_ 5

#### ACTION

- With alcohol \_ 13
- With travel \_ 7
- With exercise \_ 7
- With money \_ 3

#### EMOTION

- With myself \_ 15
- With sleep \_ 13
- With dream, passion \_ 8

\*  
After reading about secrets of healing, if you have a unique way of healing, send an email to the person in charge of corporate newsletter. In the next edition you will have an opportunity to take part in healing.

동화인들이 밝힌 특별한 나만의 힐링·활력 노하우!

Dongwha employees reveal how they find healing and re-energizing

,가 , 가 !\_  
On weekends, making my family happy by cleaning the house and after a cold shower, drinking ice coffee my wife made for me! \_ **Ho-chul Shin**

, , , , ... \_  
Looking at far away mountains, the horizon, the moon, stars... \_ **Cheol-ju Kim**

, \_  
Having a relaxing time on a quiet island or by the ocean \_ **Dong-man Shin**

\_  
Sharing with others something I consider special \_ **Young-gyu Kim**

! \_  
Having chicken and beer with my colleagues after a hard day's work! \_ **Hyun-jung Chang**

가 \_  
Planning together and going on vacations with my family \_ **Ki-tae Kim**

\_  
Cycling along the Han River \_ **Dong-sik Joo**

! \_  
Jumping in a Rock Festival! \_ **Sung-jin Yoo**

\_  
Keeping a bank account that holds all my savings \_ **Ki-tak Kim**

가 , 가 \_  
Getting away from my family on the weekend alone on my motorcycle \_ **Hoon Jee**

12 \_  
Sleeping for 12 straight hours \_ **Soo-hyun Chun**

가 ! \_  
Being immersed in something interesting! \_ **Joong-keun Park**

\_  
Burning with passion \_ **Jae-sun Jung**



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Lay the foundation to ensure sustainable growth towards our vision by sharing a common ground through our core value of happiness and by overcoming adversity together.

Core Value



42



46

HAPPY DONGWHA



50





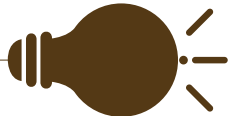
# 2013년 Sales Academy *for High Performance!*

Dongwha employees have gathered  
from each region to take part in this training session.  
We caught a glimpse of their passion at working-level meetings  
that took place an hour before training.





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### Building Dongwha's value creation together

At Dongwha's Leadership Center, over a two days period on September 10th and 11th, the company conducted a Sales Academy targeting the entire sales staff in the board and flooring division. During the training session, participants shared case studies, knowledge on how to create customer value through marketing, studied laws of persuasion to win over the hearts of customers in addition to building understanding of the entire contract and debt management process. It is expected that through the 'Sales Academy' as a market leader, they will carry out the company value of putting customers first and upgrade expert sales skills a notch higher to produce results.



### Establish a unique sales solution exclusive to Dongwha

In order to come up with the optimal sales solution perfect for Dongwha, participants have started a heated discussion analyzing a wide range of successful and unsuccessful cases based on theoretical evidence and personal experience. Sharing their know-how they have come together to establish a solution that can be used in real sales situations. In addition, they carefully looked over each aspect of the contract and debt management process which was only looked at from a sales perspective and examined situations they should be careful of when looking at risk management from the company's perspective. Through their discussions it was clear that they had gone through great pains when it came to sales direction and vision. Through their endless self-development the effort that they put in was what will be the driving force propelling Dongwha into the future.



| Dongwha Enterprise, **Myoung-seo Ki**

“B2B  
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“I have only experienced B2B sales over the years so it was a good opportunity to share sales cases from other companies as well as those from Dongwha.”

| Dongwha Nature Flooring, **Ki-tae Kim**

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“It has significant meaning that instead of leaving it up to the individual to work on developing their sales skills, the company provides support through systematic training.”

| Dongwha Enterprise, **Young-moon Yun**

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“I learned a wide variety of skills while comparing my methods on approaching people and obtaining results to other cases.”

| Dongwha Nature Flooring, **Ji-young Lee**

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“In a construction company's sales, depending on the product, the way of distribution look is different. This training session shared cases that are helpful for this type of sales.”

| Dongwha Nature Flooring **Do-kyun Kim**

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“Until now I have conducted sales in my own way but through a wide variety of success stories I was able to gain a different insight into doing things.”

| Dongwha Nature Flooring, **Dong-jin Lee**

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“I was able to learn the skills and knowledge needed to produce results by grasping customers needs as well as the characteristics of local business districts.”

| Dongwha Enterprise, **Ji-hun Back**

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“Since joining the company, I have only been in charge of board sales so it was a good way to learn about other sales types and cases.”

| Dongwha Enterprise, **Tae-young Lee**

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“For a new employee that is just learning, I learned special tricks on how to become a successful salesman.”



Create our Dream,  
Share our happiness.  
Happy Dongwha  
Volunteer Corps.



2013

Interns participating in the 2013 global internship program have gathered to contribute their time and energy for the good of the local children -as beads of sweat roll off their brows.  
We go to the heart of "Experience Dongwha on-site".

가 8 2 .  
가 1 ,  
가 18  
가 .

#### A surprise gift for local children

It is August 2nd and the heat is at its worst. It is one o'clock and the intense summer humidity is hitting its climax but a group of young people are gathered in front of the local children's center in Incheon's Kajwa-dong. They are none other than 18 Dongwha interns. They are gathered to participate in social welfare activities as part of Dongwha's culture built on the core value of ethics, transparent management and, in particular, working together with local society.



Divided into the: floor construction team, painting team and mural team; the interns are busy moving about in their 'Happy Dongwha Volunteer Corps' vests. The floor construction team is helping to move items needed to build the floor while the painting team is removing mold and graffiti from the walls in the practice room and repainting it. As a gift, the mural team will paint a mural for the children.





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### The children's center has been completely transformed!

With a few strokes of a brush, the dark and dreary wall has suddenly come alive with color. Within that time the floor has also been completed. Instead of linoleum flooring, wooden floors have been laid down; creating a far more sophisticated look. The new look of the center makes you feel energized.

On another side of the room, a mural is being created for the children. The skills shown by the intern drawing the mural is quite extraordinary. It is discovered that she is Seo-hui Kim, a designer and intern in the Spec-in Team. She has donated her skills and is in charge of overseeing the work done on the mural. Once the sketching is done the painting officially starts. “Wow! I rediscovered my skills”, “What do you think? Doesn't it look good?” In the middle of this happy atmosphere the mural slowly comes to life.



“ 가 2

! PI “ 가 ” “

### Emotionally Recharged! A mural painted with love

Jang-hoon Kim an intern in PI/IT Team who experienced the first-hand what it was like to be at Dongwha Nature Flooring construction site said, “I was really impressed by the attention to detail and how thoroughly the customer's point of view was adhered to while the floor was being built.” Seo-hui Kim of the Spec-in Team who was in charge of the mural revealed the concept behind the mural said, “we painted a mural with a bright atmosphere for the children.” that makes you feel energized.

가

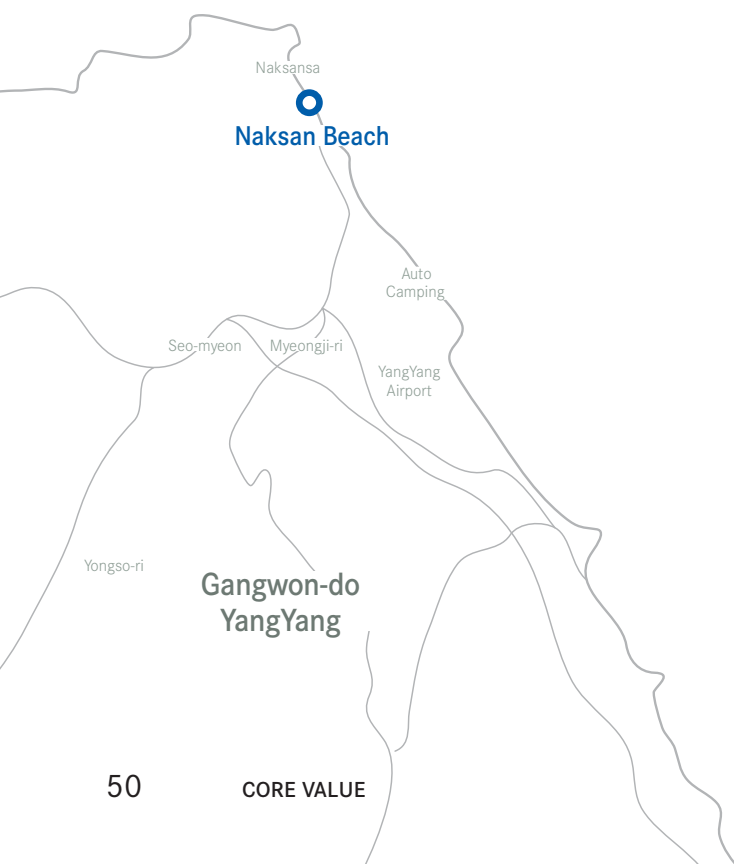
“A number of different children playing together were put into the picture. The two big trees in the middle were drawn to symbolize Dongwha. While working as an intern, I thought this is a good company, that I could work at for long-term, but it was even better experiencing how a company and local society could win together through today's volunteer work.”

Thanks to our interns whose afternoon of tremendous effort hard work to improve the children center's environment. We hope that the mural they painted will remain in the hearts of those children for a long time. ♡





Stepping on the pure white sand and walking along side the blue sea, stress and fatigue are swept away by the breeze. That empty space is then filled with a sense of freshness and newfound energy and strength.



You have worked so hard,  
head to Dongwha!

The mecca for summer vacations: the East Coast is Dongwha's site of choice for rest and relaxation. Let's go to Dongwha's energy recharging resort where we seek refuge from the heat of summer and energize by cooling off.



**The greatest place of vacation provided exclusively for Dongwha employees**  
Riding on the strength of last year's wave of popularity, Dongwha has once again set up a summer retreat at Naksan Beach in Yang Yang. Not only is it the main beach in Kangwon Province, but the Ministry of Maritime Affairs and Fisheries has appraised it for its outstanding scenery, diverse range of amenities and consistently maintained cleanliness. Additionally, with no serious accidents or injuries on record, it has a reputation for being a family-friendly beach. This makes it all more ideal for Dongwha employees. In particular, the opening of the pine grove surrounding Naksan, provided a place to stroll out of the hot sun, making this vacation more enjoyable. The summer retreat was provided so Dongwha employees could achieve a happy work-life balance. We met three employees during this summer retreat.





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#### Dongwha's Energy Recharging Station

Dongwha operated a summer retreat over the course of 10 days from July 29th to August 6th. For these three employees whose energy comes from their family, the summer retreat which allowed them to be with their families was invaluable. I was left with nothing further to ask when one of the their family members said, “The summer retreat showed this was not just my husband or my father's company but that my entire family was a part of the company's family and that fills me with pride.” Looking at the three employees I knew they would spend the last half of the year filled with energy because the company had provided them with a place to rest both their mind and body alongside their family.

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#### A summer retreat that brings comfort to the soul

Their vacation had already been filled with blue skies and the ocean, as well as laughter with their families. However, we asked the three employees if they had any special plans. They all said the same thing, stating that at this summer retreat they did not make any plans. According to Chang-seop Eom, having no plans was the plan; while Sang-hyun Lee was thinking of eating out for dinner. Byung-hyun Yoon described the summer retreat as a sweet nap taken right after lunch, a thought we all agreed with. They also added that they were deeply grateful for the summer retreat opportunity. During the peak summer months, finding a place to stay overnight makes planning extremely difficult, but thanks to the retreat, they were able to save time and money. Gathered under a parasol, the three employees seemed to have instantly bonded as one family. Seeing their smiles made us aware that this summer retreat really does give a big boost to the participants. We completely understood what they meant when they expressed their sadness that the time spent at the summer retreat had passed by too quickly.



3rd 2013



As the sky is filled with soft clouds a soft breeze blows tickling the body.

Vol.160



!

## Dads battle it out to win a super-sized water gun and a cool watermelon!

The passionate cheers of their wives and children fuel the father's competitive spirit.



Winner of the watermelon speed-eating contest, Sang-hyun Lee



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Dongwha Enterprise, Surface Material Team  
**Byung-hyun Yoon's family**

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Dongwha Enterprise, Chemical Quality Control Team, **Chang-seop Eom's family**

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MFB

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Dongwha Enterprise, MFB Factory  
**Sang-hyun Lee's family**

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The happiness of Dongwha employees is the foundation of Dongwha's future and like Dongwha's core values, the summer retreat will continue to serve as an oasis where Dongwha employees can rediscover their energy -a true energy recharging station! 🌿



To live a life that is filled with challenges and does not fear failure, you should break free from stereotypes and need to have an open mind that is always looking for creative solutions.

# Life & Culture



58

STYLE UP



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72

HOT ISSUE  
IBA



# Signature Style!

Dongwha freshmen Yu-mi Kim, So-hyun Park and Hae-rang Han have come to the studio. Their refreshing smiles and upbeat, positive energy breathe life into the studio this late evening. For them, everything is a first; getting their make-up done, wearing high-heels, being photographed in a studio, but they quickly get used to it because of their overflowing energy and show great concentration. Still in university, they have become part of the Dongwha family at an early age. For these young ladies it is Dongwha's intention to provide an opportunity to create a style that is just right for them. Alongside a signature style developed by colors just right for them, we hope they develop in career women who lead Dongwha in the future.



Dongwha Enterprise, Strategic  
Planning Team **Yu-mi Kim**

동화기업 보드영업2팀  
박소현 사우

Dongwha Enterprise,  
Board Sales 2 Team  
So-hyun Park

Dongwha Holdings, Finance Planning  
Department's Accounting Team **Hae-rang Han**







# Chic Urban

고급스러움과 단정함을  
동시에 표현하여  
실용적이면서 지적인 매력을  
한층 업그레이드

Expressing a neat and  
luxurious look her practical yet  
intellectual appeal is taken a  
step higher



A white jacket where the  
sleeves can be rolled up



Matched with a white  
blouse accented by a  
wide frilly trim



가  
A black belt that stands  
out against a bright outfit



A grey miniskirt that is  
neat yet sophisticated

SAP

PRM

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So-hyun Park is now learning on how to input orders into the PRM system after checking inventory using SAP, and then placing an order. It has only been a year since she joined the company but when it comes to work, you can already feel that she has become a respectable member of the company. She smiles shyly as she tells us how Dongwha is broadening her field of vision so she can realize bigger dreams. She revealed her aspiration to become a hardworking member of Dongwha, one that doesn't lose what their original intentions were when they first started. It is a clear sign that a new career woman at Dongwha is in the making.

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“This is the first time I have tried this  
which is probably why the shoot was  
more fun. I hope to grow in Dongwha  
become an employee that contributes to  
both my team and the company.”



동화기업 보드영업2팀  
박소현 사우

Dongwha Enterprise,  
Board Sales 2 Team  
So-hyun Park



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“I'm used to wearing t-shirts and hoodies so this was an even more amazing experience for me. Like my nickname ‘Work hard Hae-rang’ I will become an employee that works hard in any situation ”

동화홀딩스  
재경기확실 회계팀  
한해랑 사우

Dongwha Holdings, Finance Planning  
Department's Accounting Team  
Hae-rang Han

## Elegance Feminine

우아한 여성미를 돋보이게  
만들고, 편안함과  
세련된 멋을 동시에 갖춘  
클래식한 스타일

Ensure elegance and femininity  
stand out in a classic style  
that combines comfort and sophistication

Elegant yet  
simple headband



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Leather belt  
that brings the  
dress' sophistication



A black dress that  
doesn't look too heavy



Patent shoes with ribbons  
as a focal point



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Hae-rang Han is learning how to handle the accounting aspect of purchases between Dongwha Holdings and Dongwha Nature Flooring. She says the comfortable atmosphere of Dongwha Holdings makes her happy and she is especially grateful to her colleagues for being so kind while training her. Hoping to become an employee recognized for being an expert in her field, her wish is to come face to face with the future Dongwha is dreaming of. 🌱





Relieve stress and re-energize!



PB  
PB factory Team **Dong-man Shin**  
PB  
PB factory Team **Joong-keun Park**  
PB  
PB factory Team **Ho-ki Kim**  
PB  
PB factory Team **Sun-mi Choi**  
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Facility Support 2 Team **Suk-kyu An**



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### The start of bringing golf to the masses, Screen Golf

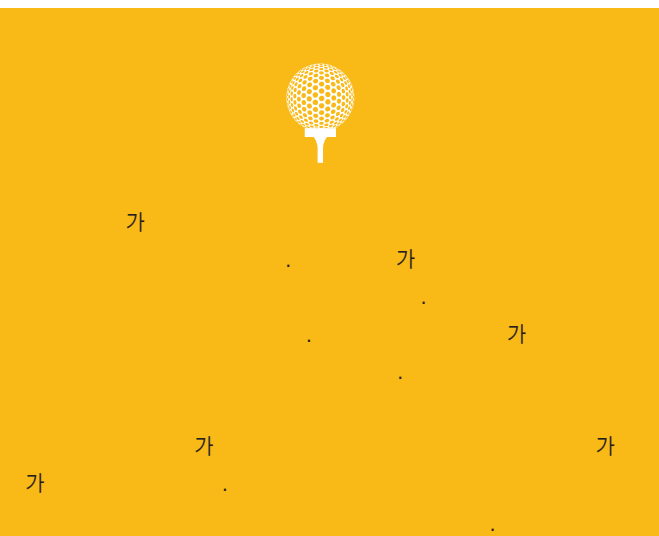
Despite Screen Golf's short 20 years of history, its popularity has risen rapidly compares to other sports. In keeping with the development of simulation, sensor and imaging technologies, it has steadily grown to the point that is close to being called our national sport. Screen Golf is something that beginners can easily take part in and can be enjoyed by men and women of all ages making it appropriate for hobbyists.

### The Advantages of Screen Golf

- Unquestionably reduces stress
- Course feels authentic
- Promotes communication
- No time and weather constraints
- 가
- Beginners can take part
- Cheaper than playing golf







After loosening up Ho-ki Kim' stiff shoulders, Dong-man Shin carefully fixes his stance and swing. As Ho-ki Kim takes another swing of his club, the other three gasp with amazement. His swing is so natural that it is almost hard to believe it is his first time. Waiting for their turn, the others stare at Dong-man Shin, their eyes calling out for his help.

Suk-gyu An's bashful smile is as warm as the autumn sun. If only for a moment, he has hoped he could be given the opportunity to be a source of energy for his colleagues who are always working in a strained environment. Almost as if his colleagues knew how he felt when they applied for this program they enjoyed themselves to the fullest as they played Screen Golf.



Golf is difficult? Screen Golf is easy!

After finishing the work, 5 members of PB Factory Team have gathered for a game of Screen Golf. Except for Dong-man Shin, it is the first time for other 4 members to play Screen Golf. Plopping down on the sofa, sipping on the drinks that have been laid out, they look tired but in their eyes you can also see their anticipation. Suk-kyu An, who had always been interested in golf, stepped up and was the first to tee off. It was only after he went that his colleagues who had been hesitant picked up their clubs. Ho-ki Kim adjusts his stance after his first swing, hiding his awkwardness by commenting how difficult it was because the club was so light.

*"Golf should be played relaxed. If your body is stiff, not only will the ball can not go as far as you want, but it also won't be accurate."*







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### A place full of energy where fun and unity are achieved

They started off playing 9 holes but fall into the fun of Screen Golf and ended up playing all 18. Through this opportunity the PB Factory Team has discovered a fun hobby that would help them strengthen their teamwork. It may have only been a single experience but if other colleagues asked about it, they probably praised and recommended Screen Golf. For these four, whose wish is to start a hobby club, it appears that Screen Golf will be a new source of energy for them. Screen Golf looks like it would be the ideal sport to bring fun and unity, away from office gatherings that revolve around drinking. Highly recommended by the PB Factory Team (recognized inside the company for working in perfect harmony) Screen Golf, let's start Dongwha's exciting future with its rhythmical swing.

*"If you focus on your goals the way you focus on the ball, you can achieve good results."*

As a senior member of the team as well as the more experienced golfer this is the reason Dong-man Shin has recommended screen golf to his colleagues. 🍀



PB

## Screen Golf tips from the PB factory Team

TIP

### | Call reservation



Call first to make a reservation, if you don't, you could end up just watching others enjoy themselves.

### | Golf shoes



If they are too big or too tight, it can affect your swing so make sure they fit properly.

### | Gloves



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Choose gloves that fit snugly across the back of your hand and palm. After putting on your gloves press down between your fingers so they fit your hands properly.

### | Warming up



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Unlike playing outdoors on a golf course, around, so you can't warm-up by walking you should stretch or do other warm-up exercises to prevent injury.

### | Choose the right club for the course



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Wood, iron, putter Choose the club appropriate for the course (recommended club on the bottom right of the screen)

### | Stay hydrated



Just because you are indoors don't neglect staying hydrated, in fact, drier conditions indoors means you should hydrate yourself more often.

### | Drinking alcohol is prohibited



Losing ability to control your movements makes it difficult to swing the club safely. Numbing of the senses could cause you to swing harder than usual causing pain the next day, so drinking is forbidden.

### | No Smoking



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Those with high blood pressure or blood vessel related illnesses should be careful as the blood vessels constrict upon impact which could cause pressure to rise in the back or brain.

### | Cleaning up



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Put the clubs back to where they belong. Be a considerate golfer and clean up when you have finished.

### | Greetings



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Be a golfer with good manners. After you have finished your round, say goodbye with a smile and give each other encouragement.





# Green Dongwha사보 2013 국제 비즈니스 대상 3관왕!

Green Dongwha newsletter,  
Triple Crown Winner at the  
2013 International Business Awards!

Continuing as a reminder of participation and communication, vision and core values, the activities surrounding Dongwha's corporate culture called 'Chamsori' and the participation of employees was highly praised by the judges.



Early this year, Dongwha Holdings corporate newsletter changed its name from 'Dongwha Tree' to 'Green Dongwha' as a part of continuous growth in its global business and overseas as business expansion as well as expansion of its new car business field. The newsletter is primarily made up of content that focuses on the diverse number of internal communication programs called 'Cham', 'So', 'Ri' taken from the Korean words for 'participation' and 'communication' the main theme behind the building of Dongwha's corporate culture for 2013. These activities were featured in Dongwha's corporate newsletter 'Green Dongwha' has entered into the 10th Annual International Business Awards (IBA), a prestigious international competition called the "Oscars of the Business World". Out of 3300 entries from 50 countries around the world, Green Dongwha won 3 awards in the Creative & Communications Media Categories (2 golds, 1 bronze).



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Marking its 10th year, IBA evaluates communication and business activities of companies and organizations from all around the world across 15 categories. Dubbed the "Oscars of the Business World" by the New York Post, they are recognized as one of the most prestigious awards in the world. Green Dongwha is made up of a wide range of stories for employees, relaying activities related to the company's corporate culture. By inducing the participation of employees and their families, employees have made each page into a living breathing space based on the company's core values. Through global business activities such as the construction of factories in Vietnam and Australia as well as continuous eco-friendly product development, the newsletter received high marks for expressing the company's vision to be the company that cherishes people and builds happiness with its customers. In addition, by breaking free from the limitations of our existing "wood" business, transparent transactions through innovations in the distribution structure have built a used car sales complex that customers can trust in and innovation of a C2B auction business platform show that we are not settling for traditional history that is over 65 years old. Praised for publishing how we have achieved continuous growth through innovative thinking, we have received the honor of winning these awards. 🌱



IBA   IBA Award Descriptions	
Bronze Stevie Award	& Creative & Communications Media Categories
Gold Stevie Award	Executive of the Year ( ) / Consumer Products ( ) Myung Ho Seung, CEO ( ) Through the entry, evaluated for corporate activities related to management · growth · communications over the course of a year, the company was a winner in the Consumer Products Category for Executive of the Year. Winning the Gold Stevie Award, CEO Myung Ho Seung.
Gold Stevie Award	Company of the Year ( ) / Consumer Products ( ) : Dongwha Holdings Consumer Products Category, Company of the Year : Dongwha Holdings



우리 사보 그린동화는 여러분의 사랑을 먹고 자랍니다.  
Green Dongwha is nourished by your love.

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○○○ 'Green Dongwha' is about you. If you want to share your stories with other Dongwha members or post your photographs, feel free to contact us anytime.

○○○ Dongwha's representative stores are also the members of the Dongwha family. We are ready to listen to your feedback. If you have any stories to share with us or want to recommend any specific store, please contact the PR and Corporate Culture Team of Dongwha Holdings. We ask for your active participation.

○○○ Become a part of Green Dongwha! Green Dongwha has various events in store for Dongwha employees. If you are interested in taking part in the events mentioned above, please send an e-mail to Green Dongwha. We will be looking forward to your active participation.

| S&D Team, Dongwha Holdings

TEL 02.2122.0639 E-mail HL0630@dongwha-mh.com

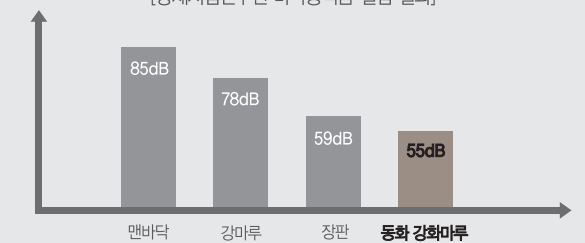


## 마루를 시공하는 방법만 달라져도 충간소음이 줄어든다는 사실 아시나요?


접착제로 바닥에 붙이지 않고 독자적인 특허기술로 만든 에너지폼 위에 마루를 띄우는 친환경 클릭 방식 시공으로 아래층에 전달되는 소음을 획기적으로 줄인 강화마루는 동화자연마루뿐입니다

합판/강마루 대비 경량충격음 23dB 감소

[방재시험연구원 바닥충격음 실험 결과]



제품문의 | 080-346-6091 [www.greendongwha.co.kr](http://www.greendongwha.co.kr)

 동화자연마루