

새 가구의 위험 속에서 우리 아이를 지켰습니다

건강한 가구의 선택을 위해 동화에코보드를 꼭 확인하겠다고 약속했습니다.

가족을 위한 건강한 약속에 당신도 참여하세요!

동화에코보드 국 검색





새 가구 살 땐. 가구 속에 대한 건강한 약속





Trust – an Opportunity of Unlimited Growth

2010 , ,

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People are regarded as the best of the best only when they produce the highest values. They overcome barriers to produce excellent results. The smart cadres of the 21st century trust themselves, their companies and their future. Trust and the challenging spirit are imperative for unlimited growth. The year 2010 is nearing its end. It is time to look back on our achievements. Falling into complacency in the era of rapid changes is tantamount to regression. Dongwha took on many new challenges this year as well. It has created a high value in the auto service sector. The employees of Dongwha YellowHat create advanced car culture based on trust.



Head of Department Hwang Sung-wan

Assistant Manager Kim Hyun-chul

Park Min-kyu

Seo Yong-il

Man<mark>ager</mark> Lee Kil-jae Baek Mi-seon

Assistant Manager Chang Woo-sung Kim Jung-hwan



Head of Department Hwang Sung-wan

A dauntless designer of advanced car culture

"YellowHat has been leading the car repair market." Mr. Hwang is the leader of the Gangnam store, whose staff is enthusiastic and dedicated. Since becoming the youngest car repair technician in 2000 thanks to his outstanding skills, he has worked as a BMW car repair technician, car inspector and college instructor. He is one of a handful of highly experienced car repair professionals.



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Assistant Manager Kim Hyun-chul

A scientist who thoroughly checks cars

Cars are like science. Mr. Kim has a well-rounded understanding of how cars work. He accumulated his skills while working for Jaguar since 2005. He never allows even a smallest glitch when it comes to repairing cars. He pays customers for their trust with top-quality services. He is the one who will lead YellowHat's growth in 2011.



가 가

Assistant Manager Chang Woo-sung

An ambitious energizer

Mr. Chang used to work for BMW before he joined YellowHat, because he was impressed by its vision of establishing car aftermarket. He is an enthusiastic and ambitious energizer who believes in the bright future of the car market.



A happy player in the car repair market

experience. Ms. Baek designs products for customers. She is a young talent who believes that the more efforts she exerts, the higher goals will she



Manager Lee Kil-jae

A professional who streamlines the Korean car aftermarket

Mr. Lee's confidence in creating new car culture keeps Skyrocketing. He also stresses the importance of high-quality service that can captivate customers' hearts. His solid spirit helps him move fast toward his goal of creating advanced car culture.



Kim Jung-hwan

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A passionate employee who is in love with cars

It takes much effort and time to develop a luxury car. Mr. Kim acquired extensive experience while working for BMW for 10 years. His passion for cars always moves customers' hearts.



Park Min-kyu

A happy player in the car repair market

Mr. Park Min-kyu is happy to be creating new car culture. He spares no effort to provide clean and pleasant car repair services.



A young man reminiscent of an evergreen pine treet

Planning products around the year to meet customer needs is a pleasant Mr. Seo's philosophy is, "Stick to the basics." He is a truly heart-moving car repair technician. He easily overcomes obstacles because he has a strong foundation and is passionate about his work. That's the power of trust combined with passion.





















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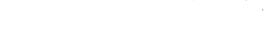














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GREEN DONGWHA MAGAZINE















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Dear Dongwha family:

The year 2010, during which we set new goals based on our achievements over the past 60 years, is nearing its end. We all dream of making our company a happy workplace rooted in sustainable growth. As the manager of this company, I have two dreams. Dongwha is our workplace in which we invest our passion and make new endeavors. This is where we produce results and nurture our confidence. We all strive to make Dongwha a place that is a pleasure and fun to work for and that we can be proud of.

To ensure sustainable growth, first of all we must strengthen our foundation, which is a springboard for our growth. Strict quality control, thorough safety management, abidance by business rules, relentless research and development, and the all-out support and high-quality services of relevant departments - these are the fundamentals of our success. They are the



Creating **New Future**



driving force of trust and harmony. Our work results are largely determined by whether or not we abide by the basic rules. Without keeping our fundamentals strong, we will never make Dongwha a centennial company.

The rapid changes in the business climate present challenges to corporations worldwide. The situation in the market changes by the day during this tumultuous period. Unlike in the past, no company is immune from failure nowadays. Even latecomers are catching up fast. Only companies that prepare for the future thoroughly can achieve sustainable growth.

Is our future unpredictable? However challenging the business climate may be, I'm not worried at all. Dongwha was able to evolve from the top wood-based manufacturer in Korea to the top producer of wood materials in Asia thanks to our employees. It was thanks to your efforts exerted at factories, research centers, markets and even far-away countries that Dongwha was able to gain global recognition. I trust your abilities, because we have been able to overcome the restraints of time and space and boost our pride as members of Dongwha. You are the priceless resources of Dongwha who help it achieve higher goals by working hard, like various instruments create beautiful harmony when playing together.

We are all members of one family, which dreams of achieving sustainable growth and making Dongwha a happy workplace. We are full of passion to achieve good results and our common goals, which unite us. We are weak as individuals, but together we make a powerful organization. You are Dongwha's reliable members, who help it extend its global reach.

We strive to make Dongwha a high-performing company together based on our rock-solid trust. I am happy to share with you the dream of earning trust from our own selves and other people. People who have dreams eventually make their dreams come true. I look forward to seeing the "blueprint" of the future that Dongwha members dream of. Like we have done over the past 62 years, let's continue to create a happy world and a bright future.

I want to thank each and every one of you for your hard work over the past one year. I wish all of you peace and happiness.

Thank you.

December 1, 2010





Communicating with a Bigger World through

CEO Lee Byeong-eon, HK Intil

Rapid growth of 1700% just 15 years after founding \$101 Bn in Sales, \$47.3 Bn in Assets

Stock price growth rate of 1415% between 1991 and 2000 Ranked 16th by Fortune magazine in 2000 among world's top-500 companies

Ranked 7th among U.S. companies

One of 10 most admired companies in U.S. selected by Fortune magazine for 5 consecutive years

Most innovative and creative company selected by **Financial Times**

What company is that? The energy corporation Enron is remembered now as a company that used to rule the global market. It used to be highly respected for its ambitious business models. But it collapsed in 2001 because of accounting fraud, embezzling of corporate assets and political lobbying. It was the biggest corporate bankruptcy in the history of the U.S. Six months later, the founder of Enron died of a heart attack, while its executives were sentenced to 24 years in prison and 180 million dollars in

Along with the 9.11 terrorist attacks on World Trade Center, the Enron scandal was a big shock to the American society in 2001. The scandal was reminiscent of a drama consisting of a series on incredible events. It showed the repercussions of losing the trust of the market, customers and even employees.

A corporation is not just an entity that pursues profits but also achieves sustainable growth, contributes to society and grows in tandem with it. Trust is the fundamental prerequisite of that. Dongwha's core value number one, "happiness," is our ultimate goal and direction. To achieve happiness, trust is imperative.

Trust among individuals has a similar meaning. Trust is the basic virtue and the highest value. Trust is the fundamental value of every family. When people get married, they make vows to trust each other and be together in sickness and health. In English-speaking countries, the most insulting thing to say is, "You're a liar." That is how unacceptable the lack of trust is.

When we were negotiating a difficult M&A deal, a highranking executive from the company in question visited us to tour our factories and discuss the deal. The following morning, the company requested an unplanned meeting and accepted almost all our requirements. The executive said that after visiting Dongwha in person, he came to trust our company. During his short stay in Korea, he recognized Dongwha's trustworthiness.

Many business deals are cancelled because the involved parties don't trust each other. But even if a deal is not concluded, it's important not to lose trust in your potential business partners. As long as you trust each other, someday you can become good partners, whereas without trust you will hardly ever benefit from your partnership, even if you strike a deal.

Since the establishment of its business site in Malaysia in 2003, Dongwha has worked hard to extend its global reach. In global business, an open mind and trust in local coworkers are more important than language skills. To grow into a globally renowned corporation, we must earn trust from local employees, domestic and overseas customers and business partners. Based on that, we can develop products and services that meet global standards and present our customers with higher values. Trust is the most powerful source of creativity and encouragement and the happiest fruit. Discovering a new world is a challenging process, but it can be made easier with trust, which makes the process more rewarding. All Donghwa members work hard to make Dongwha the most trustworthy company in the world. Based on our trust, we can create a bigger and better world.





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Super Smile Leader Presenting Self-leaders with Wings



Everybody has their potential. Our success depends on how well we develop our potential. Those who uncover their potential are said to be "capable," whereas those who uncover the potential of others become "leaders." Leaders of the 21st century know how to grow in unison and collaborate with others, like Lee Dong-ho from the Asan MDF Factory of Dongwha Enterprise.

This year, the Asan MDF Factory has achieved stellar results. The factory is well-organized and clean, while its employees enjoy working there. The factory's accident-free records and work progress charts attached to the walls serve as further proof of the factory's impressive performance, which is the result of the hard work of the factory's 50 employees.

Mr. Lee joined the Asan factory in October 2009. He says he was upset to see its gloomy atmosphere when he just started working there. Young skillful workers in their mid-30s with 15 years of experience had to do everything manually. They were the ones who opened a new chapter in the history of the domestic wood board industry by localizing high density fiber. But they all lacked confidence. Mr. Lee wanted to improve the atmosphere of the workplace first. He took time to get to know each employee by asking about their families and work duties. He even resumed smoking to strike conversations with the employees and learn about their concerns and needs as well as boost their morale.

Mr. Lee also built a new organization system. In stage 1, he set up the factory's mission to encourage the employees. He believes that strengthening the fundamentals was a

must in achieving sustainable results. In stage 2, he built a management system to ensure that the factory operates smoothly around the year. The employees checked every detail of production manuals and received training to develop ideas and maximize work efficiency. As a result, 680 ideas on how to enhance the factory's efficiency were received in just one year. That translates into 15 ideas per employee. The idea to use a special remedy in incinerators helped the factory save 190 million won annually. Mr. Lee stresses the importance of proposing goals and roles and waiting for results. "We can only solve fundamental problems if our employees realize the importance on their own. Through this process, we have achieved dazzling growth."

Counter to Mr. Lee's expectations, it took just six months instead of a year to implement change. Mr. Lee introduced clear standards with regard to promotion and evaluation and raised the employees' morale. He provided the employees with detailed feedback and implemented their ideas in the shortest period possible, while also boosting their confidence. Over the past one year, Mr. Lee focused on developing the employees' potential and setting examples for them so that they can grow into "self-leaders." His frank conversations with the employees, objective evaluations and leadership encouraged the employees to join his efforts. He is a genuine "super smile leader." "Trust is built over a long period of time based on honesty and consideration. It's an essential value. Our achievements are the result of our employees' trust in their ability to grow into efficient



experts," says Mr. Lee.

It's just the beginning. As soon as the atmosphere in the factory improved, Mr. Lee quit smoking yet again. Work efficiency has soared, while the factory itself is cleaner than ever. Mr. Lee firmly believes that actions speak louder than words. The anti-smoking rate at the Asan factory has reached 80 percent. Mr. Lee is determined to make the factory a workplace where employees want to work all their lives. He believes that they will never fall into complacency

and will continue to grow. "Our factory is full of experts with huge potential. We will make our factory an exemplar workplace that people from other industries will come to visit and learn from," says Mr. Lee. The 50 "self-leaders" of the Asan MDF factory continue to improve their workplace thanks to the outstanding leadership of Mr. Lee to make it the most competitive workplace in the world.



(YellowHat) One-Stop 가 (YellowHat)







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Enjoying the Leading Position in the Car Aftermarket

Companies that continue to grow even in the era of rapid changes are not afraid of challenges. They spare no effort and enthusiasm to explore new realms. Their employees enjoy the process and produce results based on their trust in their workplace, like the employees of the Nonhyeon Branch of the Car Superstore Department.

The Car Superstore Department has embarked on creating new auto culture. It signed an exclusive agreement with Japan's largest auto components and repair service provider YellowHat and back in June opened a car accessories superstore in Nonhyeon-dong, Seoul. YellowHat is the only car aftermarket store in Korea that provides one-stop services, including car repair services and car accessories.

The Car Superstore Department turned its eyes to the car service business two years ago after trying to unearth a new growth engine to ensure Dongwha's sustainable growth. It foresaw the soaring demand for car-related services and decided to strike a partnership with YellowHat of Japan. YellowHat is the leader in the Japanese car repair and car accessories market with 500 stores in Japan alone and an overseas network. YellowHat signed a deal with Dongwha in February because it was impressed by Dongwha's 60-year expertise, sound









financial structure and business planning.

The eight employees of YellowHat's Nonhyeon store and main office are passionate about their work. They have years of experience in car repair and many used to work for BMW and Audi. They make the best use of their technical and product planning skills. As members of a global company, they are all fluent in Japanese, which is a big plus when it comes to discussing work issues and future plans with their Japanese colleagues. The latter helped them a great deal to make a successful launch of the store. In early June, 18 tons of car components were sent to Seoul from Japan. They arrived in Seoul at 1 a.m. The Japanese employees of YellowHat joined the Gangnam Branch staff to help them sort out the products in the middle of the night. They joined their hands to transport boxes of car accessories, shouting "Omoi" (heavy), "Karui" (light) and "Abunai" (dangerous). Thanks to their collaboration, they were able to finish work in just three hours and felt rewarded for their hard work. The enthusiasm, solidarity and trust of the Nonhyeon store employees will always help them resolve even the most difficult problems.

The YellowHat store is located in the center of Gangnam District. The car repair service center on the first floor offers clean and convenient facilities and high-quality services provided by the friendly personnel. On the second and third floors, more than 3,000 car accessories are displayed. After shopping, customers can enjoy fresh coffee on the third floor and watch cars being repaired via a monitor. So far, the store has received positive feedback for its clean facilities, friendly and young personnel and top-quality services.

"We strive to create car culture of the future. We will do our best to achieve our goal of establishing 250 stores in the nation," says Director Hwang Sung-wan. In Korea, car superstores are not common yet. Even SK and Hyundai were stunned by YellowHat's rapid progress. The personnel of YellowHat's Nonhyeon store takes pride in creating new car culture in the nation.

The symbolic color of YellowHat is yellow, which represents hope and unlimited confidence. The Nonhyeon store of YellowHat is determined to make impossible possible and never give up. We hope to see YellowHat's stores all over the nation in the near future.

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Ms. Aidawani – Recruitment and

Learning Manager, KL

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Ms. Oo - Head of QA, Nilai

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Vincent Teng – Treasury Manager, KL

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Zaihirim Ahmad Zan – Executive, ME Marketing

Mohammad Nizar Othman – Nilai Plant Manager

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Lim Siew Hung – Executive, Rest of World Marketing

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Team Leader, ME MarketingCustomers does not really 100% trust our

Customers does not really 100% trust our products, but they tend to trust more on who they are dealing with and then only on the product itself. In summary, people value brings more merit than the products quality itself. They will have peace of mind dealing with people they trust. For example, one of the customer in Pakistan wanted to park their USD half million dollar in our account as they trust us.

Why customers trust Dongwha?

Zaihirim Ahmad Zan – Executive, ME Marketing

Mr. Hairul Azmi -

There are few factors that gain our customers' trust which are product quality, service and business relationship. Talking about business relationship, sales and customer is a relationship that cannot be separated as good relationship will create trust. If we trust customer, then customer will trust in us and to build this trust, it requires commitment where 'we walk the talk'. We have to show what we say in our action and not only by promising something which we cannot realize.

Mohammad Nizar Othman – Nilai Plant Manager

Dongwha is well known as one of the major players in wood industry. There are three main reasons why customer trusts us which are quality, cost and delivery. In Dongwha, we offer good quality, reasonable price and on time delivery which these three factors contribute to good service to product thus creating trust of customer to us.

Lim Siew Hung – Executive, Rest of World Marketing

Customers trust Dongwha mostly because of our product's quality. I am in-charge of Pakistan and Afghanistan market where we had set up the business there for more than 10 years. We have good demand for MDF over there and customers believe that Dongwha product has good quality. Apart from quality, sales person like us also play the main role.

Trust Captivates Dongwha Members' Hearts

Dongwha members, who are passionate about making their company a truly global corporation and who never give up, have become mesmerized by Dongwha's core value called "trust." Here's what they have to say about it.

${\bf Cho\,Kwang-hyun\,(Head\,of\,Department,\,Strategy\,Planning\,Department,\,Dongwha\,Enterprise)}$

1. Trust is like an umbilical cord.

It is the beginning of everything and an indispensable element for sustainable growth. It helps us value one another.

2. Trust is like the Manchester United.

Trust is like a marathon!

Park Areum (Management Support Team, Dongwha Nature Door)

Trust can be compared to a long-distance race. If you trust your partner, you can finish the race, but if your trust is broken, you can only finish a short-distance race.

Trust is the root of Green Dongwha.

$Lee\,Bum\text{-}chul\,(2nd\,Quality\,Control\,Team,Dongwha\,Nature\,Flooring)$

Roots cannot be seen on the outside, but they support a tree and help it bear fruit. Dongwha is rooted in trust. The promises and trust of our employees are the foundation of Dongwha's success and dignity and the most important factor in making Dongwha members happy. If we all create strong roots called "trust" based on consideration and respect, we can achieve high goals even in the face of adversity.

Trust is like parents.

Park Jeong-geun (Pattern Business Operation, Dongwha Greenchem)

Trust is like a vitamin.

Lee Woo-jin (Manager, Dongwha International)

Praise works wonders. The foundation of praise is trust. Trust boosts passion in people through the energy called "praise." Trust is like a vitamin, because it is a vital element. Even instantaneous results are possible with trust, whereas results produced without a vitamin, which is trust, are destroyed easily.

Trust is a competitive edge. Trust is reciprocal. Lee Seung-jae (Manager, Dongwha SFC Housing)



What Our Managers Says About TRUST?

Ms. Aidawani – Recruitment and Learning Manager, KL

"Trust means learning to keep it (trust) work and how to build it. If I do it well, other people will give me the world but if I betray it, they will hunt me to the end of the world".

Ms. Oo - Head of QA, Nilai

Trust is "Rest assured that business runs as usual in your absence".

Nazrul - Production Manager, Nilai

I believe my manufacturing co-workers trust me in guiding them to achieve the company's business objectives, the same way I trust in their capability in carrying out their duties diligently.

Noranaz- Mechanical Manager, Kulim

TRUST is the ability to rely on another person's integrity, strength, sureness. and to meet Dongwha slogan, "TRUST someone to do the right thing in order to GETTHE BASICS RIGHT".

Vincent Teng – Treasury Manager, KL

"Trust is with limit and subject to test and verification".

Trust is like a key to the heart!

Lee Ho-eon (Surface Materials factory, Dongwha Greenchem)

It is a magic key that can open the door to a person's heart, which is tightly locked.

Trust is a sound exchange of willpower.

Park Ju-hyeong (Assistant Manager, 3rd Flooring Sales Team, Dongwha Nature Flooring)

"You (I) can do it for sure!" This positive reinforcement creates trust and powerful energy. It has the Pygmalion effect, or "0 0 =ffi".

Park Tae-joon (Assistant Manager, 3rd Flooring Sales Team, Dongwha Nature Flooring)

1.Trust is like an aroma.

A relationship based on trust has a good aroma, whereas a relationship based on distrust has bad odor.

2.Trust is freedom.

The CEO of Dongwha's Gimhae store always says, "Our chief always presents us with freedom." It's based on trust.

3. Trust is about receiving.

It takes effort to receive trust from others.

4. Trust is like a bullet train.

Trust reaches its destination very fast.

Trust is like a boomerang.

Seo Jung-hoon (Assistant Manager, Door Sales Team, Dongwha Nature Flooring)
It only comes back if you toss it first.

Trust is like an inverted pyramid.

Kin Eun-jung (Treasury Team, Dongwha Holdings)

It takes much effort to install an inverted pyramid because it collapses easily. It takes much responsibility and effort to maintain it.

Trust is honesty.

Park Sung-won (Assistant Manager, Flooring & Interior Materials Sales Team, Dongwha Nature Flooring)

Trust is hope!

${\sf Cho\,Bo\text{-}hun\,(Laminate\,Flooring\,Factory,\,Dongwha\,Nature\,Flooring)}$

In the coldhearted world, trust is the most reliable friend.

Trust is an opener.

Kim Bong-gi (PB Factory, Daesung Wood)

Expecting trust before opening up one's heart is difficult. Trust begins with an open heart. I hope that all Dongwha members will open up their tightly closed hearts with this opener to fill our workplace with trust.

Nilai-KL

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Nilai-KL

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HR (Head of Functions)



Kulim Merbok

On 22nd and 23rd of October, Dongwha Malaysia Games Carnival 2010 was successfully organized and hosted by Kulim Plant. It was held in Kulim Sports Arena which comprises of three badminton courts and one futsal court.

On 22nd October, badminton competition took place where Kulim and Nilai-KL sent one team each while Merbok sent two teams. Each team played with full spirit to win but finally Nilai-KL team clinched the first place.

The next day, futsal match for men and women as well as 10 telematch games were held since 9 o'clock in the morning. Before the games started, each contingent marched into Kulim Sports Arena and continued with taking an oath that

everybody will participate actively in every game. General Manager from Dongwha Malaysia, Mr. KB Chae, Head of Malaysia HR, Mr. Kim Dong Seong, Korean Management Team and Head of Functions also participated in the carnival. In his speech, Mr. KB Chae hopes that everybody will have fun and enjoy the games while practicing team work, communication and trust to all team members. He also insisted that those practices should also be applied in work.

DONGWHA

GET_THE BASICS RIGHT

SPORTS AK

The day was started with men's futsal match, with telematch in between. The happy face and team spirit can be seen in everybody's face as this is the only chance where they can mix around with employees from other plants. All games finished at 5 o'clock and followed by prize giving ceremony. Kulim was crowned as the 1st place, Nilai-KL 2nd place, while Merbok A and Merbok B are at 3rd and 4th place.

A big applause to Kulim who had put their effort to prepare and host this great event. The next sport carnival will be held in Merbok. It is hoped that this carnival will be continued in the future as this is a great way to bring every employee together in order to create togetherness and 'One Dongwha' in all employees.







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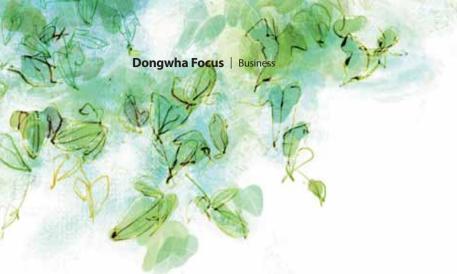






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Dongwha **Nature Door Emerges as Top Domestic Brand**

Dongwha Nature Door (CEO Kim Jung-su) has debuted in the domestic door market. The company has managed Elite Door since last August, emerging as a top door brand in Korea. Dongwha Nature Flooring is poised to become the industry leader by managing not only product sales but production and all other processes as well.

The business integration was carried out by Jeld-Wen to solve Elite Door's management crisis, which stemmed from the suspension of product sales at representative stores and stagnant product sales of construction companies. Jeld-Wen chose Dongwha Nature Flooring to manage Elite Door in light of the construction-centered domestic door market. Jeld-Wen owns an 80 percent stake in Elite Door and runs 150 business operations in 27 countries, including Australia and Europe.





The synergistic effect produced by Elite Door, which is ranked 4th in the domestic door market, and Dongwha Nature Flooring is very big. Founded in 1999, Elite Door was the first in the nation to develop fireproof wood doors, UL fireproof doors and steel doorframes, and multifunctional doors. Thanks to Dongwha Nature Flooring's wellestablished management system and expertise, Elite Door is well on its way to becoming the leading door manufacturer in Korea. Through the integration of production and business development, the company's competitiveness is expected to rise thanks to cost cuts and higher productivity.

The 30 employees of Elite Door, including Head of Department Kang Joon-won, are determined to produce stellar results. They have set their business slogan at "Clean, Smart, Strong" and streamlined all work processes while creating a clean work environment ('Clean'). It also overhauled its product supply and sales management teams to maximize

efficiency ('Smart') and improve work performance ('Strong') using Dongwha Holdings' work system.

Mr. Kang stresses the importance of trust among coworkers. He spares no effort to boost the employee morale and establish Dongwha culture as the employees have to do more work following the integration of the two companies. He shares with them his knowledge on how to hone their skills and boost business revenues. After two months of efforts, there was a big change in the company. The employees who used to focus only on their duties are now involved in the entire work process. They share their work results through briefings and analyze business tasks. Head of Department Kwon Soon-ick says that all employees are now engrossed in improving the company's revenues. Thanks to their hard work, their crisis management skills and work performance have improved greatly.

The employees who used to focus only on their duties are no

involved in the entire work process. They share their work results

through briefings and analyze business tasks. Manager Kwon

Sun-ik says that all employees are now engrossed in improving

the company's revenues. Thanks to their hard work, their crisis

management skills and work performance have improved greatly.

In early November, Dongwha Nature Door employees toured factories in Indonesia and Australia to learn about advanced technologies. The trip will be organized by Jeld-Wen and will serve as the beginning of the partnership. Dongwha Nature Door aims not only to top the domestic door market but also to expand its business areas with the help of Jeld-Wen's technologies and business prowess. To that end, Mr. Kang and Mr. Kwon have been having their hands full, sometimes even not having time for lunch. Dongwha Nature Door employees don't notice how time flies because they are also engrossed in their duties. Their enthusiasm is the driving force of Dongwha's growth. It is also the reason this company has all it takes to become the market leader.







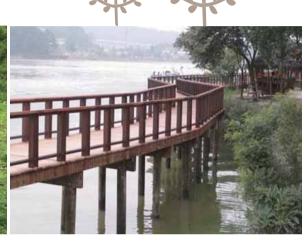




Forenue Products on Mount Bukhan Strolling Path







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Walking is all the rage in Korea these days. Many strolling paths have been created on mountains all over the nation since "olle" paths of Jeju Island soared in popularity. The strolling path on Mount Bukhan in Seoul, which was opened to the public in September, is also gaining in popularity. The 44 kilometer path linking Ui-dong to Jeongneung and the Bukhansan Fortress consists of 13 sections. Forenue products of Dongwha Nature Flooring have been installed on seven of them.

Mountain climbers enjoy the beautiful view from the Sky Observatory and the alluring scent of pine trees. The murmuring sound of water in a valley and the fresh air enjoyed on an arch bridge make this place an ideal respite. The strolling path was built using the Forenue series of Dongwha Nature Flooring. All Forenue products are made from eco-friendly preserved wood. The Korea National Park Service was very satisfied with the high quality and maintenance costs of Dongwha's preserved wood, which was certified by the Korea Forest Research Institute. It is pressurized for preservation and can be stored for up to eight times longer than other types of preserved wood. Wood preservation allows to conserve wood and protect nature. The Forenue Team always develops products with quality and environmental protection in mind.

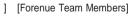
Recently, the Forenue Team has been creating a strolling path for Mount Dobong at the request of the Korea National Park Service. Dongwha's products have earned high recognition and are used in major projects in Seoul. Soon, Dongwha could win the bid to build a 202-kilometer strolling path on the outskirts of Seoul. Other potential projects include the construction of strolling paths on Mount Jiri and Mount Sobaek and the creation of a traditional-style house village in South Jeolla Province. The



Forenue Team has also launched the creation of rooftop gardens. The secret behind Dongwha's successful growth over the past 62 years lies in its ability to keep pace with the latest trends and promote new business projects. The Forenue Team focuses its efforts on creating beautiful urban landscapes to ensure Dongwha's steady growth.

The Forenue team earned much credit for creating beautiful rooftop gardens in Gimpo and Incheon. Thanks to the positive feedback, the team is currently in talks with other local governments with regard to the creation of rooftop gardens, which is a very fulfilling project because it contributes to improving urban landscapes. Making cities green is Dongwha's responsibility and the way to repay our customers for their trust.

The Forenue is still relatively unknown but its recognition has been growing rapidly thanks to many successful projects carried out so far. Products developed by the Forenue Team will soon be easily seen all over the nation. We are confident that the Forenue brand will soon receive high recognition from the public, like Dongwha Nature Flooring did. The Forenue Team will never spare effort to develop top-quality products that care about our customers and nature.

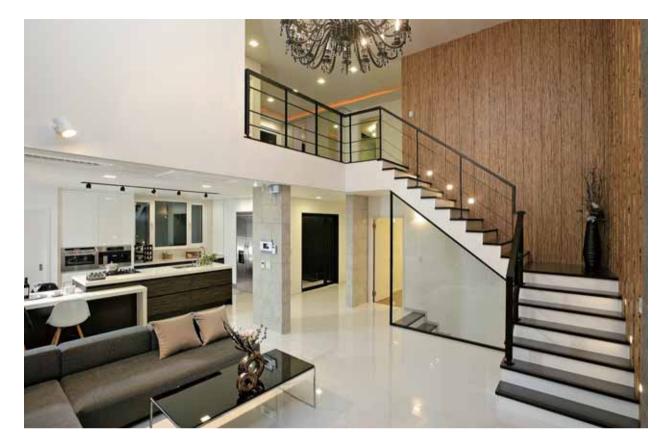


Team Manager Choi Hwa-shik Manager Lee Kyung-hyung Assistant Manager Park Taek-soon Assistant Manager Lee Hyun-tae Kim Min-je Choi Kwang-woo Chun Woo-sung Lee Ki-sung





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The Charm of Simplicity and Elegance

Dongwha SFC Housing's 2nd Model House **Opens in Pangyo**

'Modern' and 'classic' are the latest global trends. When it comes to residential space, the latest trend is 'mix and match.' Consumers these days prefer to live in simple yet elegant places. Dongwha SFC Housing has opened an upscale model house in Pangyo, Gyeonggi Province. The new model house was designed by Keizo Sakurai from the Design Partners Group of Sumitomo Forestry, Japan. It shows the essence of 'classic chic in modern ambience.' It is the second model house to be opened in Pangyo since March.

The beauty of natural lines

The new model house features natural and restrained lines. It was designed with customer comfort in mind. The spacious living room of the 'void' type is filled with sunlight penetrating the house through large windows. The Dizainwall in the bedroom on the first floor creates a cozy and sophisticated ambience, while the island-type kitchen serves as an ideal place for family gatherings. The spacious children's room on the second floor and two bathrooms were

designed with young children in mind. The balcony on the second floor offers a panoramic view. The two floors of the house are connected with an open staircase. The gorgeous chandeliers hanging from the ceiling of the living room mesmerize visitors.

Designed for convenience

There is more to the house than its attractive outward appearance. It was designed with convenience in mind. The shoe closet, which serves as a warehouse, is the most popular spot among visitors. The house is full of stacking space and is equipped with an unmanned parcel delivery system. The multipurpose room has an ironing board while the basement has a sunken to prevent mold and humidity. All that is the result of long research and efforts to meet customer needs. The house is soundproofed and insulated using insulation sheets that meet the Japanese standards. Individual temperature regulators and lighting switches help conserve energy. The model house is the result of Dongwha SFC Housing employees to make customers happy.



"A design is a happy story created by connecting and sorting out objects," says designer Keizo Sakurai. The new model house suggests a luxurious lifestyle to customers. So far, the house has received rave reviews for its simplicity, elegance and neatness. Numerous inquiries have been received from customers looking to move to serene areas

away from big cities. Dongwha SFC Housing specializes in upscale wood-frame houses and has been lauded for improving the quality of houses in Korea thanks to its trendy designs. Demand for upscale houses is expected to rise further. Dongwha SFC Housing will continue to suggest new lifestyles to its customers.

For more information, call 031-8016-8994.









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Conducts 5S TOP Evaluation

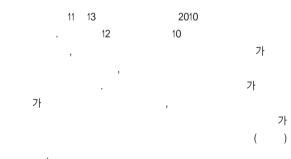
carried out the TOP evaluation of 5S production activities on November 3-4. The evaluation was part of the efforts to promote the understanding of production processes by improving communication among employees and provide systematic coaching, support and feedback. Dongwha Greenchem's chemical factory received the highest score of 4.3 points out of the full score of 5 points. Dongwha Holdings will carry out evaluations on a regular basis to implement the motto, "My Machine, My Area," and promote hands-on management to resolve fundamental problems.











Dongwha Holdings Holds Orientation for **New Employees**

Dongwha Holdings held an orientation for new employees on November 13 at the Yeouido headquarters. The event was attended by 12 new and ten existing employees. They were briefed on their training schedule and tried their hands at making furniture using Dongwha Eco-boards. The participants also held a discussion with their seniors to learn more about the company.

The event was aimed at helping the new employees learn about Dongwha's eco-friendly furniture materials and raise their awareness of social philanthropy. The eco-friendly furniture made by the new employees was donated to a childcare facility.



■ Dongwha Enterprise Marks 7th Anniversary of Founding

Dongwha Enterprise marked the 7th anniversary of its founding on October 4 at the Incheon headquarters. At the ceremony, long-service employees received awards for their contributions. CEO Kim Hong-jin delivered a commemorative speech. Participants also shouted slogans to achieve the company's goals for 2010 and took commemorative photos.



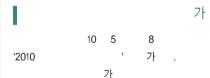
All for one festival

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All for One Festival

On October 8-9, the "All for One Festival" was held at the Alpensia Resort in Pyeongchang, Gangwon Province. Some 400 Dongwha employees working in Seoul, Incheon and Malaysia attended the festival, which featured diverse events and performances. The festival strengthened the employees' solidarity befitting its title and helped them renew their determination to make Dongwha the number one wood board manufacturer in Asia.





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Dongwha Enterprise Participates in Incheon Int'l Environmental Technology Fair

Dongwha Enterprise participated in the Incheon International Environmental Technology Fair held October 5-8 at the Songdo Convensia in Incheon. The event was organized by the Incheon municipal government to encourage competition in the domestic green industry. More than 200 companies showcased their eco-friendly technologies. Dongwha Enterprise introduced Dongwha Eco-boards and held a signature-collecting campaign to fight the "sick furniture syndrome."

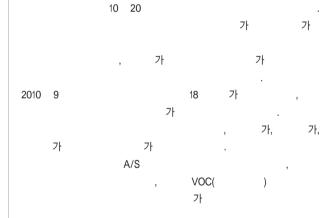
2010 2002

Dongwha's Soccer Club Wins Seo-gu Cup

Dongwha's soccer club won the Incheon Seo-gu Cup on October 24. Cho Ki-hoon from Dongwha Nature Flooring won the Best Coach award, while Lee Sang-don from Dongwha Greenchem received the MVP award. Dongwha founded its soccer club in 2002.







Dongwha Nature Flooring Certified for **High Service Quality**

Dongwha Nature Flooring received a certification for the outstanding quality of its services on October 20. The certification is given to companies that apply for the evaluation of their service quality by experts from various fields. Companies that receive positive evaluations are certified by the government in recognition of their competitiveness. This year, 18 companies acquired the certification. Dongwha Nature Flooring was the only wood floor manufacturer to receive the certification. The certification requires four kinds of evaluations: paper screening, secret evaluation, customer evaluation and on-site evaluation. Dongwha Nature Flooring received high marks for the systematic manage-

ment of all processes, from manufacturing to sales and after-service, as well as field-oriented services based on the Green Service, and service improvement activities.

Before Service

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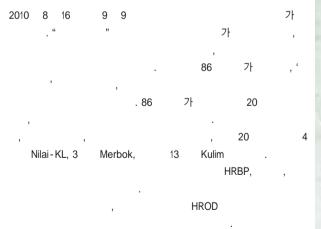
Dongwha Nature Flooring Conducts "Before Service"

Dongwha Nature Flooring launched the so-called "before service" in October in the Seoul metropolitan area. Unlike after-service, "before service" is aimed at promoting corporate responsibility, expanding the scope of services and meeting with customers in advance. Experts are dispatched to certain apartment complexes to provide swift and free services involving not only Dongwha Nature Flooring's products but the products of other companies as well. The service has received a favorable response from cus-



tomers for convenience and smooth communication, which help create a pleasant living environment. The service is provided by Dongwha's representative stores and interior firms, which have been designated as Dongwha's members. It has drawn attention as an example of collaboration between big corporations and their partners.





"Get The Basics Right" Slogan Competition

From August 16 to September 9, 2010, Get The Basics Right (GTBR) Slogan competition was held. "Get The Basics Right" is a slogan founded by Dongwha Malaysia Holdings' General Malay-

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sia. The objective of the competition is to instill the right basics into all employees and to have them practice the right basics in their daily work and life. The competition attracted 86 participants who had to write an essay about their own definition and understanding of the 'right basics.' A total of 20 winners were chosen and given prizes at GM briefings. The first prize winners received digital cameras; the second prize winners received mobile phones, and third prize winners took away radio alarm clocks. Four of the winners are from Nilai-KL, three from Merbok and 13 from Kulim. Many thanks to all HRBP, plant managers and managers who encouraged employees to enter the competition. Hopefully more employees will participate in such competitions in the future. As a follow-up, HROD will share the winners' answers with other employees.

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Q3 GM Briefing and Birthday Prizes

A quarterly GM briefing was held in all three plants on October 25-27 ,starting from Nilai Plant, Merbok Plant and Kulim Plant. The general manager of Dongwha Malaysia, KB Chae, outlined the overall performance and situation at Dongwha Malaysia as well as the performance of each plant. The Year Till Date (YTD) performance showed that the Nilai Plant was leading. The Nilai Plant manager shared the secret of his plant's success, which lies in teamwork, communication, commitment and clear goals. Mr. KB Chae urged the employees not to point fingers at other plants and find excuses that contribute to unhealthy results, but instead try to find solutions to improve in the fourth quarter of the year and in the years to come. He also encouraged the employees to compete with new rivals from Indonesia and Thailand as current market demands and prices remain unchanged. He concluded his speech by encouraging the employees to focus on cost and quality control to win the competition and make Dongwha the top MDF manufacturer in the region. After the briefing, a small birthday party was held for employees who were born in October at the Nilai and Merbok plants. They received gifts and cut a cake.

TASCO 'TASCO TIMES'

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KPI Workshop
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TASCO Launches In-house Journa 'The TASCO Times'

In October, TASCO Bombala launched the in-house journal "The TASCO Times." Produced directly by TASCO employees, including Glen Bedingfield and Anna Moreing, the journal has been gaining in popularity for strengthening the company's teamwork and providing local residents with information. The following are a few articles from the journal.

Horse Racing for Best Customers

On October 16, the Caufield Cup horse race was held for TASCO's best customers. Horse racing is a popular sport in Australia along with Australian football and cricket. The event helped TASCO bolster its ties with its customers.

KPI Workshop Held to Improve Employees' Skills

TASCO held the KPI workshop on October 22-23. At the workshop, the employees attended a lecture by David Parmenter, who wrote "Key Performance Indicators" and discussed the importance of key performance indicators.

TASCO 11 6 'BOMBALA INTERNATIONAL FOOD FESTIVAL 2010' Michael Dyer 7 Michael Geraldine , , 11

TASCO Bombala Provides Wood Materials to Int'l Food Festival in Australia

On November 6, the International Food Festival 2010 was held in Bombala, Australia. Michael Dyer from TASCO's Bombala factory publicized Korea and Dongwha. He and his wife welcomed customers in traditional Korean costumes in the Korean pavilion, which was reminiscent of a Buddhist temple. They introduced Korean dishes, such as kimchi, roast beef "bulgogi" and plump wine. The festival featured the cuisines of 11 countries, such as Australia, Korea, Egypt, France, Greece, Ireland, Italy, Lebanon, Sri Lanka, Thailand and the U.S. Italian cuisine was voted as the best of the best. The festival is held successfully on an annual basis. This year, TASCO Bombala provided wood materials for pavilion construction.



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매일경제

2010년 10월 29일 금요일 A38면 분석과전망

데스크 칼럼

OW LIELS MARKET

전호립 중소기업부장

수백만원하리 새가구 눈 따갑고 가려움증 언제까지 참아야 하나 정부, 유해물질 규제해 국민건강 지켜야

한국일보

우리는 국민소리에 어떻려는 살을 살 및 생산하다. 이걸 원모병로 자르고 그 고 있을까. 소취에 늘어지면 주택이나 : 하여 중이처럼 알게 뜬 무나위를 알르던 자동차 전치박왕단 절통이고 분양구 의 MANUAL STREET, WITH YEAR STREET, 도 등받이 고급했다고 좋아한다. 이는

네었고, 구매바 가춘으로는 3만달라여 Sandel Auto State (180 til 198 호흡을 따라가지 못하고 있다. 최거보다 0년대나 방반 팀라진 게 없다. 이모피 SOURCE CHROCORD VONDERS BOOK 같은 유례왕이의 변출되는 중 되면서도

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±0148:1 모양으로 중에서 본드로 배우린 다음 시 - 하면 규모의 경제를 이제 용질은 지키면 부탁처럼 난자성계 높은 뭐니다 봐요? - 저 가게은 사람 현대 전반적인 수준이

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등목처럼 낮이도록 반은다. (6나무설 단 "WW" 75-70+ -PLANT BIEST MIDT MES 문제는 많은 생산되었어서 나무가부 당전국에 진접한 모든 나라당에서 공항 - 함 문제가 6만 본드다. 본드리 요하다 VEHICL MEASON COST NAME ON THE

한국은 10명 캠프스트이 2만달라함 - 중2로 나누는데 국내 업계들은 대체로 CATAND AUGUST CORP. OF LICK 시간을 함에 되고난 가구적은 요목 이번 - 이 12가 많다. 위원국은 E) 이사용 존 도를 함께를 규제한다. 함께은 plof ED 性可以 400 是 4000 했다면 용접한 소득 수천 달러 사내인 15 점 리베인 '슈마이제요(SEO)' 가구해 THE OF SPATES ORDING COMMISSION IN 되면 EO를 못 만들어. 먼지 EO 이되음

1. 실어되는 안 시 중 수 없는 사용이 # HMP다. 함께는 가구난없이 면서되고 당는다. 전자처랑이나 가구나 되내에 함 어떻는다는 많은 잡지만 전지었게 예측 합 전 선명시로 전화를 같아요 수에만 몸 이 수조원이 많아 되면 가구함에는 1위 29stolytel 318 Sassess eleloly). 가구업체회사는 소득 분포함 수요가 가 어때는 형에 스트레스를 받고 있다고 하 및 장면 중단증과 그 이라 제중에 당착 भ वाद्य संशोधका प्रशिक्ष प्रशन्त सर्व 일단 가구의 제되는 PB나 MDF보 볼 : 업체처럼 소난 있게 최고급등을 만들 여 2016 初からに1、同年生25 月年日計 首切 日内 SE215 - 利力に1、GFG4 小品の店に

정본 영식님을 경계당 수준은 없고 가 구입세명의 장사병원도 한동한다. 그림 NOTE HARRY PRIORITY BEEN AHIO PARKE DURING HE 용 할 것이다. 하지만 사중에 안에되는 STORY DOOR HINDRING COOK PRODUCTS 나타지는 용급표시가 아이 없다. 고객이 BOUTH "EICH EIGICH" SION HAIST Units alle auteid. Fortit idul til 이들은 회사도 밤 당간 (60) 따라고 내려 at oldinial thefoles blokels yill

도 마찬가지다. 건답업체의 성도급에 제 창도급을 거치는 과장에 압병이가 다 때 ガラジン 対対的 最大器 特別に 心のの 라 불은 지제를 좀 수가 있다. 가구었게 에 되는 배기되는 회장의 건설업적인 S AT JUST COM MELTINGS TO ANOTHER 0억원의 라는 아파트도 않고 보면 온근 리트 덩이리에 냄새나는 합안가구를 제 장무, 이 타구니 없는 상품인 됐이다.

여기시 회요와 301 제부 여행하다 국명이 건강을 생각한다면 전략이 있다. 라 구성을 뛰어나 하는 처리보호 구성 SE THE MALE COMES ADDRESS AND A 계 해야 한다. 그 자리를 와국제품이 박 le timol stautet eteke stillet eur 자를 반축시키는 업세가 바랍고 등이를 광야다. 그러서 시원의 원인다

서울경제



[동화자연마루

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'떼었다 붙였다' 손쉽게 조립하는 모듈형 가구 인기

가은 결호도 많고 이사도 많다 꼭 집은 옥기지 않더라도 찬바람 불면 집안 분위기 좀 바꿔보고 간편하게 실내 분위기를 바꿀 수 있는 새로운 제품을 잇따라 내놓았다. 이른바 '모듈형' 인테리어, 며칠씩 자유롭게 메었다 붙였다 하며 취향에 따라 다양한 분위기를 연출할 수 있다.

주부들이 많은 시간을 보내는 부엌은 주방상판만 바뀌도 분위기가 확 달라진다. 특히 오래된 집이면 주방상판 표면이 긁히거나 음식물에서 묻은 얼룩이 남아 있어 지저분한 경우가 많다. 하지만 최근까지도 주방상판을 바꾸려면 부엌 인테리어 전체를 손대야 행기 때문에 비용이나 시간이 만만치 않게 들었다. 한화L&C는 국내에서 처음으로 주방상판만을 교체해주는 서비스 '칸스톤'(사진1)을 시작했다.



짓그대나 수난자 같은 부엌의 전체적인 통은 그대로 유지하면서 주방상판만 떼어내 새 제품으로 바꾸는데 3시간 정도밖에 안 걸린다. 부엌 전체 이테리어를 바꾸는 비용의 2분의 1~3분의 1이면 된다. 카스톤 주방상관은 다이아몬드 다음으로 단단한 석영을 주원료로 사용해 파손 우려가 적다는 게 장점, 일반 석재보다 수분 흡수율이 낮아 세균이 덜 번식하고 표면에 미세한 틈새가 없도록 특수처리 했기 때문에 음식물 얼룩도 잘 남지 않는다.

한생이 내놓은 모듈형 수납장 '생'(사진2)은 특히 원룸에 사는 싱글족들에게 좋은 반응을 얻고 있다. 책장처럼 생긴 커다란 수납공간에 작은 박스나 서랍 서바 간은 수나이이테우 위하는 위치에 끼워 넣어 자기만의 맞충형 수난장을 만드는 방식이다. 하정되 쓸 수 있다. 일룸에서는 책상이나 화장대의 서랍과



2010년 10월 22일 금요일 A29면 기획

선반 같은 구성요소들을 떼었다 불였다 할 수 있게 만들었다. 같은 가구지만 서랍 위치만 바꿔도 새 것 아예 벽면도 모듈형으로 나왔다. 동화자연마루의

디자인월 (사진3)은 벽면 자재를 여러 개의 작은 판넬 형태로 쪼개 각 판넬마다 혀와 홈을 만들었다. 이 판넬들음 서로 끼워 맞추면 되니 시곳도 간편하고 디자인도 훨씬 다양하게 적용할 수 있다.

한화L&C 관계자는 "모듈형 제품으로 새로운 실내 부위기를 여축하는 이테리어 반신으 미국과 유럽에선 이미 보편적인 트렌드로 자리 잡았다"며 "국내에서도 간간적 디자이이나 위새에 민간하 소비자를 중심으로 수요가 증가하는 추세"라고 설명했다. 일소해기자 precare@hk co.k

2010년 10월 26일 화효일 A33면 총합



원목 느낌 그대로 살려 항균·방충기능 확 높여

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SEGN DOM CARS MANUEL IN . LLD SCHLICT STREET

아시아경제 [

2010/08/17 \$1.9 9 010명 급위

현대캐피탈-동화디벨로퍼 車메마단지 화성화 업무제휴

HIE OF THE PROPERTY AND THE RE 데 지원의 배배다지가 손용 장인다 BUTHLINGS ING SECURIO 비와 업무제휴용 맺고, 내년 5월 원 DATES SERVING THE PROPERTY '변과건'의 환성화를 위해 현박하기

WINDOWS SERVED OF STREET 전 서구 기타등 1만 9,011m2 부 NO MATA-WASA THE R 성 중인 국내 최대규모의 자동차 問婚日双

편공 후에는 총 82개의 자동차 배배상사가 들어서고 4천2백대의 자동치가 동시에 전시된다. 0(2/8 200) kweredii

로 시위를 공하하고 있다.

한눈에 구분 힘든 건축자재

010면 산업 한국서비스품질 우수기업

유일하게 한국서비스통점 우수기 업 인증을 받았다고 35일 밝혔다.

동화자연마루 4년째 인증

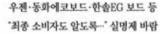
2010년 10월 30일 토요일

판인넷#

중세있다.

IF TOTAL TO SEE THE STATE OF SECTION OF SECT 1812/2 (Albert/OTHER INDOSE SKIN PRODUCE PRESENT OFFICE YORK 스 보본에서도 명성공하 언제 최고 임용 증명하게 되었다고 회사 측은 내셨다. 10(HB)7(X)

브랜드 내세워 신뢰 얻는다



한국서비스품질 우수기업 인증 제도는 서비스 산업의 광명리 제고 원 위에 2001년부터 도입, 시험하 고 있는 정부 주관 서비스품질 안

이번 이중 회투으로 통해되어야.

가입가 자료(요료)가 되면적인 산 '중 강도 없어 산업제에 대한 '살면' 산업제 반면드의 대표적 사례다. 동 업체에도 반면도 하였어 보고 있다. 제가 필요하다"고 말했다. 파티 건축자와 업체들은 원원을 녹 (G라우시스는 반영제를 되면도 MIND AND NO AHEADING OF THE CENTS PROVED LINES THE 7세 앞우기 위에 제품의 남편되려. 할 수 있는 대표적인 원만큼 건축자

용에게 제용의 신리팀 중 수 있는 '이디 이 제용은 주로 산제로 개' 와 유하에건대크 스티커를 부탁돼.

데 '제작 과정에서 사용되는 산업에 ... 의용 목표로 하고 있다. A WEIGHT SERVICE OF A MAN TONOISE THE HOSE OF CENTER 용이 무엇으로 만들어왔는지 확인... 레이지 모든 날랜드가 운영되고 있... 뜻으로 유용함하므도 병안받을 뿐.

BAG EARS EXHIB NOTE:

WARS ARBUINE ABOR WHILE WAS MANUFACTURED. 구 속되게 되면드를 중시에 주요 가 COMPANY NO DR CHES BAR DRO DE SAR DRO 2의 관선 함께에 따끈한 LGRIP 수의로로 한번째되어 유사한 표현 거 RBA를 함께 공동한고나 함께 사스 등에기업 등은 제품 설명제의 설명을 나타내며 기존에 사용되면 용 단계한 경제 유사한 행사이다. IN TRACE BUT STREET, I MADE

S REMEMBER & SEC. US. 교기를 가두고 있다. 단, 있답 등 등등을고 주기를 받았 수고 있어 소의자들이 되말을 수 있 수소의 경험에는 등대들은인은 등 업체 근체이는 '일반적으로 등표' 용 건물'등 간속공간에 주로 사용된 게 만들었다. 은 대급성으로 반여됐어나 고문에

마음에게는 최소의 오습과는 다른 다구-3세의 바쁜 성명을 가득하고 가구소에 나-의당자에 사용되는 NEW NORM 상품으로 제공된다" 있다. 보다선에는 매출 100円위 등 전환경 중앙도 방향관(MDF)에 대 10차우시스 전체적는 10차우 중세체고 있다. 방송60'만 환경



2010년 08월 03일 최고일 014년 선언





BIN ACS DO SO HOSE WE'R THE ARE "METERS TOTAL OTERATION STAN ARROYDE AMERICANOUS 는 말이 가장 안 되었어야. 단소의 OF BUT AND THE WASHINGTON OF BUT AND THE BUT OF BUT AND THE BUT OF BUT O

> MR MINLAND WILLIAMS of these words were majors less to enter an electric (日間 収込器込み 2015)

Internacion (0)(85)(7)(3)

해 그런 한테 함에 시작을 시작했

영지구석은 4/4 부분을 조되게

이게 제공하는 적으로 당하를 잘

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참 2층 비장에서 지원한 가격에 구

임상 의했다는 게 없지 축 설명

헤럴드랙

2010년 11월 08일 월요일 013면 월드&마켓

외국인채용 중견기업도 팔걷다

중소기업들 인턴십 실시 고용시장 갈수목 글로벌화

대기인에 이어 즐거기인하도 본 계적으로 외국인 유하생 제용에 나 사는 등 고용 사장이 감수목 세계화 하고 있다. 구작자들은 이제 국내에 서 외국인 유학생과도 경향하야 하 는 시대가 된 셈이다.

LED/的をいる(Q.S.) おおかり Al 없반도제 및 제임 서울읍보다바이 스는 지난당 국내의 대학에서 250 다. 웨이 33개 영업소의 현지 원용 - 벤다 도 병행했다. 구인 대상을 막내 인 백에서 외국 인력까지 크게 넓힌

통화기업 등 터지대기업을 계열 사보 본 동화흡당스는 지난 34분 가 있나의 유하셔 20이셔늄 대상으

신의 국내 대학 유학생 산 부인되 씨 말했다.



태의 인재 확보 경쟁이 중건기업으로 확대되고 있다. 사진은 문화홀딩스 국내의 신 입사원들 모습.

는 '근무 환경이나' 조건보다는 어떤 JS 및레이시아 범인을 오기는 글로 이명의 글로벌 왕년 인파를 제용했 법은 인재로 성장하고 싶다"고 말 는 계획이다.

대용대야도 제약사되는 회원으 보 옵 등이 국내 유학 중인 외국인 하용 80여명을 대상으로 인반심을 심시했다. 이 중 40여명을 선발해 정식 지원으로 채용했으며, 앞으로 용용 규모를 눈썹 바탕이다 또 더운 로 근무병 이편식을 심지했다. 이 중 ... 제단을 통해 75명의 외국이 유하셔. 10여명을 점시 지원으로 쇄용했으. 에게 장하금도 지원했다. 인사기회 며, 이탈 22일부터 산업직원 연수 설 윤남기 팀장은 "양국인 인제 확 다"며 '유망 글로벌 인제로 해외 유학 으립다이머스를 받았다 대부 점보 이 회사에 화용된 발레이시아 출 모 발돋움하기 위한 포삭"이라고

이 밖에 관련서 및 전원모듈업체 심용 통료 회사에서 성장함 기회와 이 성호원자도 최근 국내 대하에서 가는서용 우셔 화이되었다면 한국 요하하 중국이 13명을 표용돼 교육 중이며, 중국 현지 범인에 배치한다 기양들이 이뤄면 되내 제하 외국

> 는 것은 이들이 한국 분회와 자국 문항용 %Alot 장 이용하기, 이번집 이라는 검증을 거쳐 채용 리스크가 적기 때문으로 중이된다. 过去草形设置 经加加多 物对抗的 अभूगा राजः रामार्थाम स्टार प्राप्तः व 15 등을 주세가 즐겁기었으면 회사를

이 유하셔 유치에 퇴극적으로 나서

세 출시에서 되지 않니 대한 유하세 으로눈을 돌리고 있다고 말했다. 조분술 기자/frehet@heraldm.com

2010년 10월 07일 목표일 018년 종합

TEXT MARKET

국내 첫 車편의점 오픈 은주동 옐로우렛 대표

"부품값·정비비용 거품 뺀다"

TORK 를 잘 지원하용 기종 SUM- WE SE ONLY Belof BOLVERHEE # 2012/125

지원의 환에는 '여운 소비자함에 제 본까지 가장 설계되다 많은 사 집본이 중 하나다. 무슨 부품들 이 CARROLL IN SECURE AND SECURE BALL 大田市 山田 大田田 マル田 中田 ト BEE BETTE GROWN OF BEGINNER 무명성이 회산법 전망이다.

阿耳维内铁 医郭森特合成 功能 HOLE BESTRANDERS SON-나본 은 지난 6를 사용 같이 난 현점 DISSURING MACA, 100 에 되면 2호되는 계심한다. 음에 수 B200-00 (00-000)

-소용 지능자관시하급 250세계 Colore Hell by 医侧侧 植水中鄉 1度銀色 2度4 1 700년의 건설도 (최근 함시 2-가는은 STORO 및 배하는 나타가이 부속·공립 투명성 강화 ALTE ADDRESS SHEET SHEETS

MUSEUS ON SHE WHEN 다른 지원하상된 소송없이지 함아 선도한 권주를 소설하여만 **銀江、水水江流社社市、北非市場会** NOT SELECT REAL PROPERTY OF

IN DESIGN CALCASSES WHERE AN (44年) (2000年) (49年) (4年) MATERIAL SHIP SECTION ACM THE ZURE 의 부반시장은 매지 원시적인 수 あらいいの (事)を行品 外の影響 利



지난 6월 장난에 1호전 용 수도관 3개 때가 주가

장미요 보험수가 장판 수준



그러나 하세 첫 시도와 가운 사 OCCUPANT THE RESIDENCE AND IN 함당에게 위해 되면 내에 가존시었 자중 중이랑이 사업성가를 나누는 영사원 위해의 아버지 사람들이 생 보수를 내려 용務 정보路 없거나

WILL PRESIDE BOLDS, SHIP 한데의 취원하여 그런지 않고 선 SOUTH WATER TO SEE THE SEE SEED TO SEE

支持会 バル/hebel the skin.com

원세를 많은 것이다. 된 대표는 '가운 카센티를 맺었

사하다고 함께다.

강화마무는 열을 자체적으로 저장하는 능력이 있 어 겨문한 십내 난방효율을 높일 수 있다.

또 검착재를 사용하지 않는 원환경 시원병식으로

1996년 국내 최초로 강화이무를 선보인 등화자연 마루(대표 김정수)는 용 가용 신제품으로 원복 느낌 용 화대한 심린 소화 강화마투 브랜드 백성만 등 출 시했다. 파물은 제품력을 자라한다는 의미인 백념. 함은 가격대는 3.3세당 10만원선으로 기존 강화마루 관 은 기존 강화아무와 마루복인 190m를 120m로 중 되다 자랑은 편이다. 여 공간을 넓어 보이게 한 점이 확진이다.

급인 중요버 5개를 휘독하기도 했다.



역설론 설립트 내추람 오크 타입

동화자아마부는 2년간의 연구과점을 겨쳐 난병호 표면 마감에 우드려커(Wood Lacquer) 특수 표면 : 물을 높이는 '에너지를' 과 설립습기에 강한 '내수품 처리로 자연스러운 나무의 집감을 표현했다. 이외에 - 러스' 기술을 개발해 저품에 적용했다. 부참 열판함 도 세계 최초로 은이온 참가공법을 제약해 항군과 방 생각을 사용한 '에너지움' 을 쓸 경우 기존 충보다 방 총기는(내군대병 95.90)을 회기적으로 향상시켰으며 산업량이 약 5.1도 상승하고 마루표면온도는 1~1.5도 시공에도 접적제가 필요 없는 동화에건보드를 사용 오르는 효과가 있다. 이를 통해 연간 난병비를 하 했다. 이야 원론과 건축자재인증()관미크) 최우수등 10% 집약할 수 있다. 내수롭러스' 기술은 스템용소 기쁨 많이 사용하는 최근 생활의번에 맞춰 생활습기 국내 소비자들이 가장 선호성는 끝나무의 호부나 이 강한 미루가 되도봐 계약된 기술이다. 마루의 성 두 2가지 수준 두너를 비롯해 화이트에서 다크브라 - 와 용야 전환경 특수 에지코딩 처리를 해 수분이 다 온까지 모두 9개 종류의 색상을 내놓았다. 시공을 포 부에 침투하는 것을 막는다. 김용영 2DD doman 10 아시아경제

2010년 09월 28일 화요일 011면 종합

동화자연마루

나무질감에 세계 첫 은이온공법 마루

SERVICE PRESS (4-4D) HERWICK RES 민사가 유한함 부가려고 만하고 되었다. 원부사으 · 강해의부는 스스턴 영용 기업되는 눈벽이 되어나 게 용화 입내 난양유용당 눈당 수 있다. 또 감자비를 사용 (10) ((1) - 四数例 相長公文 下野が物(())

에비병은 형식의 느낌을 외대한 살인 취상에 되어 참 는 것이 하시어다. 기존 표준한 강화남씨의 ISRNA의 H REFER :HIS POR HOSE POR RESERVE NEED CIRCOLA MODERAL SUBSTITUTE SHIPLE SHIPLE 표 표면 바깥에 우드라카(Wood Latter) 특수 표면

지리도 차면스러운 나무의 원강을 표현했다. 이외에도 세계 최소로 온이는 참가균법으로 한근과 방송기능(세 하면 1원하는 회우수 등급한 끝보여 5개를 찍어하기도... 영하다

나무(walaut)를 2가지 수준 사뇌을 모함해 환역에서 다... 나무용러스 기술을 개압 만났었다.

크브라틴에서 총 18세다. 카카디는 시간이를 모함에 근 박점 90.00대용 항상시켰다. 아래 원환권 간혹지작 인 : 행당 10만원산으로 가는 강화하부나 합만하부되다 제

합니. 아들의 등회사인이부는 최근 간단간이 연구의원을 개 국내 소비자들이 가장 선호하는 합니다니>하나의 호두 제 난전호응당 높아주는 아나지점과 생활습기에 갔던

접착제 빼고 은이온 첨가 세균 박멸

동화자연마루는 강화마루시장의 선두주 ()됐다크) 최우수 등급인 생료비 3개를 확 자로 참양성(영윤 자체적으로 보유하려는 독했다. 들레이 뛰어나고 점작제를 사용하지 않는 또 전환경 자재인 통화에컨보드를 사용 진환경 사귀면식 등에 탁달한 경향력을 갖 했으며 사공 시 점착제가 필요 없는 편합형

동화자연마루

동화자연마루는 올해 신제품으로 원목의 : [집음 회대한 실인 소목 강화마루 브랜드 _ 와 호두나무등 2가지 수중을 중심으로 됐어 역할만을 출시했다. 역할만의 대부처은 - 트에서 어두운 검색까지 총 9학의 패턴이 가존 표준형 강화이부의 찍인 10km되다 대 - 웹사됐다. 연스러운 나무의 참감을 표현했다.

따무로서 이또한 친환경성을 자랑한다. 국내 소비자들이 가장 선호하는 참나무

적 중에는 12mm다. 국내 유통되는 감했다 가격대는 용리엠웨비닝(PVC)에 변함

과 같이를 즐게 적용함으로써 공간을 한층 - 대 강화대부는 1.1대당 RT+11만원이며 선 - 도는 1+15도 증가하는 효과를 얻을 수 있 단 넓어 보이게 하다. 또 표면 마감에 우드 - 제품 예술에들으로 5.3남단 10만원이다. 또 용화자인대부는 1년간의 연구개방원 - 함 수 있다.

이외에도 은이온 참가공법을 채택해 함 : 영황습기에 감한 14수롭러스' 기술을 제품 : 투가 되게 해주는 기술로서 스텀팅소기를 군과 냉송기능(서군역명 S. SIC)을 획기적 개 선보였다. 복합 영원당 방식을 사용하 많이 사용하는 최근의 생활되면에 맞춰 개 으로 형상시켰으며 진환경 건축자체 인증 는 '에너지볼'을 사용할 경우 기존 볼 대비 발된 기술이다.



돈으 영수나 한밤한 무대연대호공

무의 양반적 사이즈보다 여행한의 대부 목 그만~라면 취관대부는 LI만~20만원대인 행산열광이 약 5 L도 증가하고 대부표면은 다. 이를 통해 연간 난방비를 8~10% 참약

거진 끝에 난방효율을 높던 '에너지몽'과 '내수분라스' 기술은 생활습기에 강한 마

▶동화자연마루 '엑셀렌' 원목느낌 그대로…난방비까지 절약



동화자연마루(대표 김정수)는 2년 간의 연구개발 끝에 난방 효율을 높인 에너지쯤과 생활습기에 강한 내수를댄스' 기술 음 새로 선보였다.

이 제품은 강화마무의 특징을 살리면서도 에너지를 절약하 고 스텀링소기 등 습기성 청소에도 마루를 보호할 수 있는 계 복장이다. 에너지쯤은 복합 열전달방식을 사용해 기존 제품 대 비 마무표면온도를 1-1.5도 증가시킬 수 있다.

이에 따라 연간 난방비를 8~10%가만 집약할 수 있다고 된화 자연마루 축은 밝혔다. 내수롭권스 기술은 마무를 생활 습기로 부터 보호하는 기술로 스템청소기를 많이 사용하는 생활 패턴 변화에 맞춰 개발한 기술이다. 마무의 홈, 혀 등에 친환경 특수 코팅처리를 해 수분이 마루에 원부하는 걸 막아준다.

2010년 신제품으로 출시한 강화다부 브랜드 액셀랜<사진 > 도 눈길을 끈다. 원목의 느낌을 최대한 삼린 소폭 강화마루 역 플랜은 이탈리아이 대통렌터/eccellenter-박일반/를 응용해 만 든 브랜드명이다. 기존 강화마무의 마무륵인 190m를 123m로 줄여 공간을 넓어 보이게 했다. 표면에 우드 레커(Wood Lacquer 특수 처리를 해 자연스러운 나무 집감을 표현한 것도 복장이다. 이 밖에 은이온 천가공법을 쾌택, 항균과 방충기능을 항상사였고 친환경 건축자채 인증 회우수등급인 稳모버 5개도 희득했다. 동화자연마부 관계자는 '지공시 점착제가 필요없는 결합형 마무보 국내 최고의 친환경상을 자랑한다"고 밝혔다. 참 나무, 호두나무 등 2가지 수종을 중심으로 9가지 종류가 출시 됐다. 역류현의 시공비 포함 평당 가격은 10만원이다.

かりか アルル 出記 むさんせー ひから他 - だくみる様々化-대형-중건 건설사 있단 시장

ADD BURN BURN STA

통회용당스 합격자 이형래씨가 말하는 정규직 가는 지름길

2000년 11월 19일 군보일 022년 문의

판엣넷#

2010년 11월 10일 수요일 016면 산업



통화용당스의 자회사 통화SFC하우장이 경기도 편과 산도시 내 5분족에 오픈한 단 독주택 모델하우스 내보.

여기가 판교야? 유럽이야?

동화SFC하우징 판교 모델하우스 오픈

동화용당스는 자회사 동화되CH 유적인 권간도 적대적소에 배치한 우점이 경기도 판구 산도시 내 5분 아이디어가 동보인다.

오픈했다고 9의 밝혔다. 심, 주방 및 보조 주방, 1층은 지네 지배 복구조주택의 장점인 환환경 방과 내일리 류, 방코니, 지하는 성에 에너지 효율성을 다했다.

모델하우스의 현관은 2층 높이까지

제품을 시공해 각기 다른 느낌의 - 현당 지역 거주자들의 문의가 있다. 고급감을 살았다. 또 지하로 연결 르고 있다"고 말했다. 되는 다목적실과 보조 주방까지 실

목에 고급 단독주택 모델하우스템 채관에 도움이 되는 편반 유리장 음 설치하고 일본 후기이도 수준의 동화SFC하우징이 선보인 편교 기밀 시트를 시공해 보온성과 단영 2차 모델하우스는 총 2% 등하여 성을 늘었다. 아음관 소음 제감을 명-1층 133.25대, 3층 35.66대, 지하 위한 차용 배관, 개별 온도 조원기 원·명비) 규모로 1층은 안방과 거 및 조명 일광 소등 스위치 등을 설

다목하신로 구성돼 있다. 통해SPC하으러 관계자는 "판교 일본 스미토모임업의 디자이너 - 선도시 내 단독 주택 단자는 서울 사무라이 계여조우가 설계를 맡은 강남과의 접근성이 뛰어나다"면서 "신도시의 생활 기반 시설을 이용 개념한 넓은 거실 공간과 참으로 - 하면서도 답답한 도심을 벗어나 한 동권씨의 전면 시아가 확보된다. 최하고 여유로운 전염 생활을 즐겁 1층 바다운 유민물의 타일로 15 수 있는 장점이 보건되면서 같다. 감영고 2층 바닥은 동화자연마루 - 서울, 송바인 이루바 감납 3구와

[pede@tress.com 이명철기자

015명 산업



동하출당시시인사와 '친화권 가구 만들기'

동화출당스는 배양 사물 등촌동 공항에서 하면기 산업사원 연수 프로그램의 일환의 로 동살이코보드를 이용한 친환경 가구 만들기를 실시했다. 이번 형사는 산입사원들 여게 자시가 생산하는 친환경 가구 자체에 대한 이해를 높이고, 시회 공한 활동에 대 한 안식을 갖게 하는 취지에서 진행됐으며 산업사원들이 손수 만든 친환경 가구와 핵 장은 동화홍당스에서 장기적으로 추원하고 있는 보육원에 가증할 예정이다.

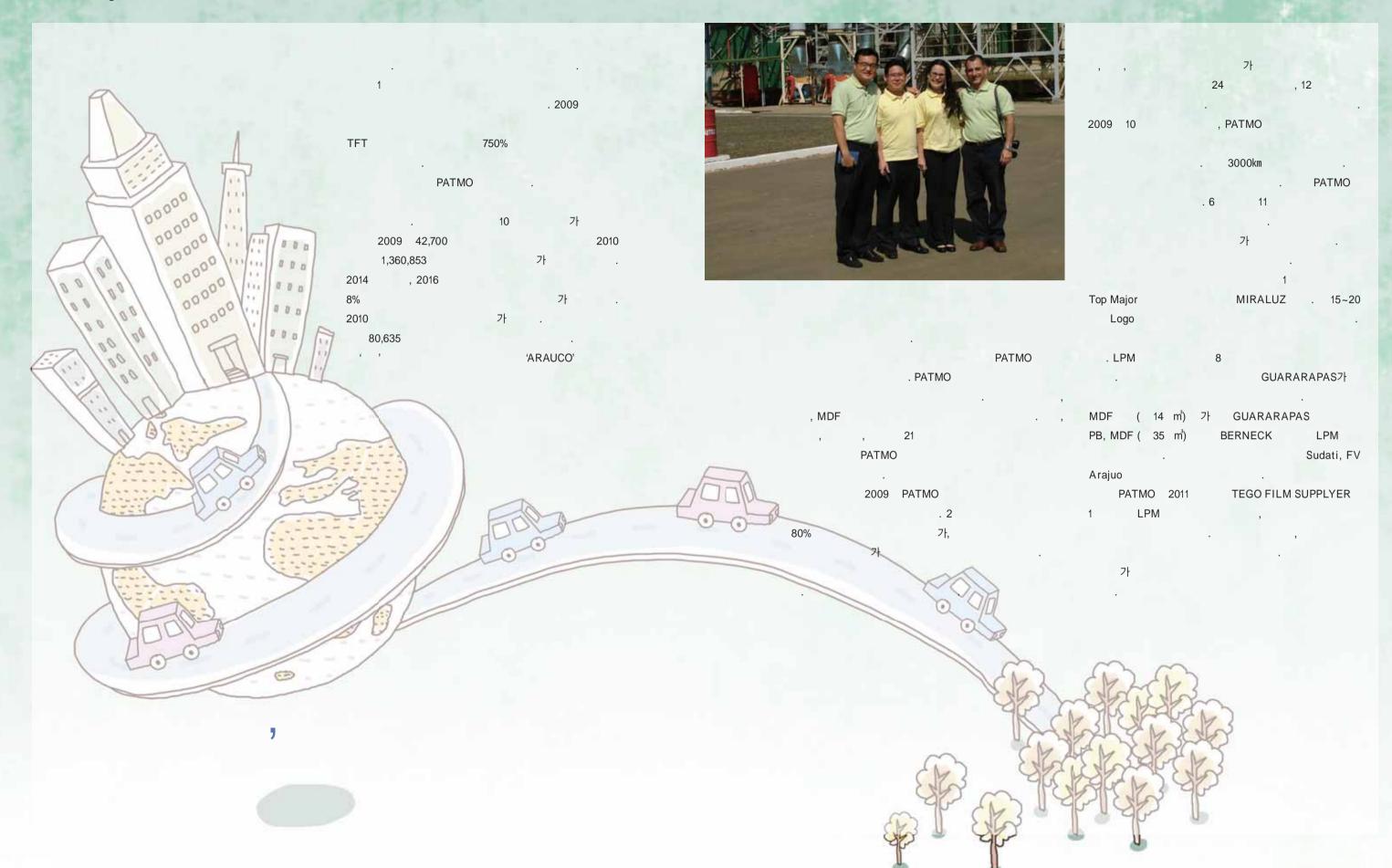
생의 또다른 시작. 기회 잡았을때"

인단 우수자에만 기회 부여

에비통화인이란 자부심으로

함 지새며 프로젝트 마무리





Dongwha International launched the sale of the TEGO film in Brazil after concluding a partnership with PATMO in 2009. Two year earlier, Dongwha's TEGO film factory was on the verge of a closure because orders from Indonesia, which used to account for 80 percent of TEGO film sales, plummeted due to the global economic crisis. To unearth new business channels, Dongwha turned its eyes to the Central and Latin America. But it was a bumpy road in the beginning. Brazil's TEGO film market was already dominated by big players. To make things worse, it took 24

specializing in wood products. Its business items include hours to transport Dongwha's products to Brazil, while the doors, plywood boards and MDFs. It conducts transactions 12-hour jet lag presented even more challenges. However, with companies from 21 countries including Turkey, Qatar, Dongwha did not give up and took on the challenge. In Ecuador and Peru, and its network in Latin American October 2009 Dognwha's research staff visited local companies along with PATMO employees to demonstrate will be of great help to Dongwha's endeavors in overseas Dongwha's TEGO film in person and publicize its excellent

> But nobody wanted to sign a deal with Dongwha right away. That's when PATMO stepped in. Its staff visited 11 companies in just six months to publicize Dongwha's product. That was possible thanks to the outstanding quality of Dongwha's TEGO film and trust in our partner. As a result, Dongwha's exports of the TEGO film to Brazil have been on a steady rise. The largest importer of Dongwha's TEGO film in Brazil is the leading plywood and TEGO film board manufacturer MIRALUZ. It imports 150,000-200,000 Logo products a month and trusts the quality of Dongwha's products.

quality. It was a 3000-kilometer journey.

Based on our successful exports of the TEGO film, we have been exploring new markets recently. Back in August, we held technological demonstrations to promote LPM exports. The large Brazilian TEGO film board maker GUARARAPAS is willing to buy Dongwha's TEGO film on a regular basis. Early this year, GUARARAPAS opened a new MDF factory with an annual output of 140,000 cubic meters. Another Brazilian company, BERNECK, which produces conventional PBs and MDFs (annual output 350,000 cubic meters), has also shown great interest in importing Dongwha's LPMs, as have, too, the plywood board makers Sudati and FV Arajuo.

Dongwha and PATMO strongly believe that in 2011 they will become the top suppliers of the TEGO film in Brazil and will win orders for LPM and other surface materials. Nothing is impossible when we trust in our partner and never give up. You may look forward to seeing Dongwha's stellar performance in Korea and Brazil.

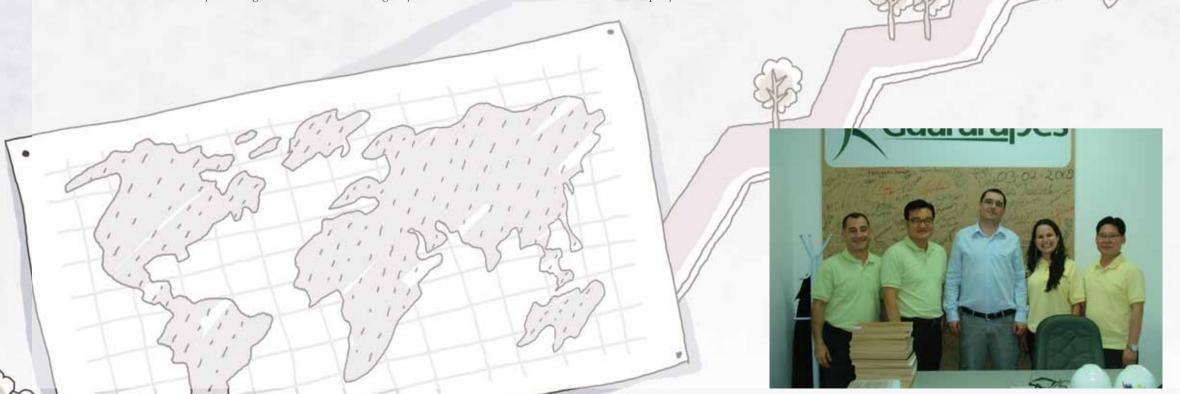
Trust and Challenging Spirit The Keys to Success in the Latin American Market

Park Yong-woo (Manager, Dongwha International

Greetings,

I'm Manager Park Yong-woo of Dongwha International. Dongwha has been continuously expanding its global reach to gain worldwide recognition. Dongwha advanced into the Latin American market in 2009 and this year its exports of the TEGO film to the region are expected to surge 750 percent from last year. I would like to introduce you to PATMO, which is our partner in Latin America.

The Latin American market, which is represented by Brazil and Chile, is predicted to grow fast. Brazil, in particular, is the world's tenth largest economy with abundant natural resources. In 2009, Dongwha exported only 42,700 TEGO film sheets to Brazil, but this year Dongwha's TEGO film exports to the country are expected to surpass 1,360,853. Demand for the TEGO film is predicted to soar as Brazil's construction sector has been growing more than 8 percent because the country is to host the Olympic Games in 2014 and the World Cup in 2016. The situation is similar in Chile as well, where Dongwha established its presence this year. By the end of this year, Dongwha is expected to export 80,635 sheets of the TEGO film to Chile. The globally renowned wood product manufacturer Arauco is also considering importing Dongwha's TEGO film. Dongwha's successful advancement into the Latin American market can be ascribed to the partnership with the Brazilian agency PATMO, which is an international trade company



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Go into the World! Global Leaders Become One

Dongwha's overseas employees who attended Global Business Leader Workshop

Park Jong-won (Assistant Manager, Organization Development Team, Dongwha Holdings)



Dongwha has been extending its global reach steadily, earning the title 'Global Dongwha.' Since the launch of the holding company in 2003, Dongwha has established its presence overseas in a short period of time, with its employees coming from different cultural backgrounds but working side by side.

It is not unusual to see Dongwha employees work in various parts of the world, including Malaysia, New Zealand and Vietnam. But it is no exaggeration to say that they are faced with numerous challenges working in a foreign land. This year, Dongwha organized a workshop entitled 'Global Business Leader Workshop' for its employees stationed overseas. The workshop is aimed at boosting the morale of Dongwha employees working abroad and presenting them with an opportunity to share their concerns and opinions with their domestic coworkers as well as discuss changes and progress achieved at domestic business sites.

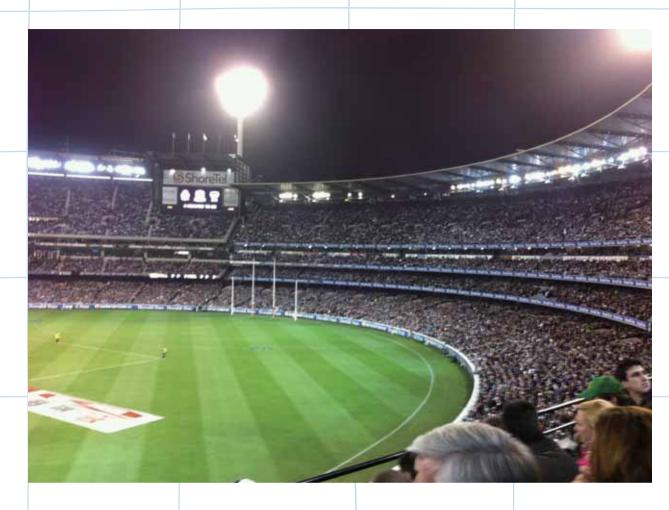
Throughout the workshop, participants spoke only English. All events, including lectures, meetings and presentations, were held in English. The participants were not informed of this in advance. Many of them were confused to learn about that shortly after their arrival just a day before the workshop, because all hotels in the nation were booked up due to the G20 Summit and the deluge of Chinese tourists. But despite all worries, they adapted quite fast and even found the use of English exciting. The second day of the workshop involved employees from Dongwha's domestic business sites. They were not informed about the exclusive use of English at the workshop, either, but they adapted in no time. Dongwha employees have become used to the global status of their company.

Overseas employees shared their concerns and worries. Their stories helped their domestic coworkers understand that after a long stay overseas they become out of the loop on the latest developments at domestic business sites. One of the regular subjects at all workshops is "drinking." The participants drew a funny conclusion that Koreans maintain their drinking habits no matter what, even when they are far from their home country.

After working in a foreign land for a long time, Dongwha employees feel ostracized by their domestic coworkers sometimes. Some of them say they just forget that they are Koreans. The workshop helped them get rid of their worries and feeling of being ostracized. A lecture by Vice CEO Kim Jong-soo and a CEOs' meeting helped the participants ponder the goals of Global Dongwha, embrace differences and better understand one another.

Dongwha will hold similar workshops on an annual basis to help its overseas employees strengthen their feeling of belonging to their company and present them with diverse opportunities to communicate, as well as bolster Dongwha's status as a global business leader.





Getting in Touch with Australian Culture Enjoying Australian Sport

Lim Woo-taek (Assistant Manager, Dongwha International)



Good day!

I'm Lim woo-taek, who joined TASCO in Australia in August. 'Good day!' is what Australians say to greet others. Don't I sound like a local Australian? Australia is a country of vast grasslands with koala bears and herds of sheep. Today I want to share with you my impressions of the Australian culture. Before I was dispatched to work for TASCO, I worked for the Korean office of Dongwha International (former Woodiko), where I was in charge of business development. I was confident that I would acclimate to life in Australia easily because I adapt fast to new culture and easily bond with people.

Are human beings social animals indeed? Living in a foreign land turned out to be different from visiting a foreign country for a short business trip. Adapting to life in a new place away from my family and friends was a big challenge. But I did my best to become part of the Australian culture by saying 'Good day!' to people and smiling awkwardly to strangers. In the beginning, it was difficult for me to join conversations held by locals because of a sport called

Peter of TASCO, TASCO General Manager Bart's wife Ann and our customer cheering at the final game. Peter's balloon hat and body painting were very impressive.



'footy.' Australians are the big fans of this sport, which they enjoy around the year. The footy season is between March and September. When I first arrived in Australia, the 2010 footy season was almost over. That's why all eyes were on the sport. Counter to its name, which resembles the word "football," footy is played in a completely different way from football. That's why to me everything looked and sounded quite unfamiliar.

Also called 'Aussie football,' footy is a unique Australian game that began in 1858 in Melbourne to keep cricketers fit in winter. Each team comprises 18 members, who kick the rugby ball to score points. What makes this sport so unusual is that players are allowed to pass the ball with their hands. When a goal is scored in two of the four gates, six points are granted. When a goal is scored between the two side gates, one point is granted. Footy is a dynamic sport that involves physical clashes and a lot of running.

During the 2008 Sydney Olympics, one of the footy players hit a player from the opponent team with his fist, knocking the opponent down. In Australian football, players are not expelled from the field for breaking rules but the troublemaker was banned from playing in seven games afterward. In Australia, which doesn't have a national religion, footy is like a form of religion that people in various corners of the country watch closely. This year's final match between the Collingwood and the Saint Kilda was unprecedented as the two teams ended up in a tie and had to play an additional game. The trophy went to the Collingwood. I cheered on the team with my TASCO general manager and coworker. Thanks to footy, I made new friends and have learned much about the Australian culture. That's the fun of working for the global company called Dongwha.





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1 At Connaught Place in New Delhi

A restaurant specializing in southern Indian cuisine where I visited the kitchen to hear an explanation about my order directly from the chef and see how it was cooked.

2 Taj Mahal, Agra Cantt The Taj Mahal is the top landmark of India. Its magnificence is hard to describe with words. is. Since my last-year trip to Mongolia, I wanted to visit a new place. This time I chose India. I want to thank my wife and two children for understanding my wish to travel alone, and I want to tell them once again how much I love them.

Traveling requires much preparation, but in return you're presented with enormous joy. I

Traveling is all about courage. Only those who have travelled know how exciting traveling

Traveling requires much preparation, but in return you're presented with enormous joy. I began preparing for my nine-day trip to India in July by making hotel and flight reservations. I also bought books about India to learn more about India. Thanks to my thorough preparation, I had the most unforgettable trip. I took the famous "Golden Triangle" tour, which includes Delhi, Agra, Khajuraho and Varanasi. I took a backpack trip to save costs and learn more about India. It was more challenging than I had expected but it was very fulfilling as well. I headed to India, half excited, half apprehensive. I chose a flight via Hong Kong to save costs. My plane departed from Incheon International Airport at 10 a.m. and arrived in India at 11:30 p.m. It was a difficult flight and I was exhausted because of a heavy camera in my bag. The moment I stepped out of the airport, I was shocked by the stifling air, strange odor and complicated roads. It took me a while to catch a taxi cab to get to my hotel. I was drenched in sweat and I even started to regret the whole idea of visiting India. It was 1 a.m. when I finally arrived at the hotel. Here's more on my first "unforgettable" encounter with India.

<u>July 24</u> It's my first day in India but I'm already exhausted. I couldn't sleep all night because of the humidity and odor. Even a shower was of little help. The first impression that I received from India was, "Oh my god! Will I be able to endure this?" I'm very anxious but I try to muster strength to get used to the local environment. I'm very confused, to say the least.

Jang Sung-dong (Board R/D Team, Dongwha Greenchem)



July 26 It took me eight hours to reach Agra from Delhi yesterday, even though it can be reached within three and a half hours. In India, that's not unusual at all. People here are unusually calm and relaxed. In Korea, everyone would probably be driven to insanity. I arrived at my hotel at 2 a.m. In the morning I chatted with a local man over a cup of tea. Despite my poor English, we communicated quite well. It was fun. Each day spent here is an ordeal, but amazingly enough I'm not tired at all. On the contrary, I look forward to discovering this place. The Taj Mahal fascinated me with its magnificence. You can't describe it with words; you really have to see it. I took photos of tourists and spent time doing jumpshots. A group of foreigners joined me. I must have looked like I was having lots of fun. I was impressed by the warm hearts of people in a local village. It was a very fulfilling experience, and I'm glad I have come to India.

July 27 Early in the morning, I attended the Hindu ritual Puja at Shiva Temple. It was a very special experience. A solemn atmosphere and shivering candlelight... It was a time to look back on my life in quietude. To commemorate my trip, I got a henna tattoo, which was too expensive in New Delhi. At 11 p.m., I took a train at Khajuraho Station to travel to Varanasi. The trip will last 12 hours. I should be in Varanasi by tomorrow afternoon. I must have gotten used to the relaxed mood of India already. The train carries passengers through the night, never stopping for a rest. Scores of relaxed passengers...

July 28 It's 9 a.m. The train is still running. The reflection in the window shows my disheveled hair and untidy face. You could take me for a local. And I smell, well, worse than you can imagine. But I'm so used to this now. Before, I would never imagine myself looking like this. The honking sound of the train sounds very relaxing. I want to continue to enjoy my trip. The Ganges River in Varanasi was shocking to me. I saw water buffalos hanging out in the river, people doing their laundry and children swimming – all in the same place. This weird harmony looked quite pious. Now I know the reason this river is regarded as sacred in India and called "a city full of spiritual light." In the evening, I attended an evening Puja held in the area. It was a solemn ritual that only people of the "braman" caste can attend. People from all over India flocked to see this special ceremony. It was good to see both the ritual and the crowdedness. When I just arrived in India, it was hard to get acclimated to the hot weather. But the more you get to know this place, the more mysterious it becomes. Later, I was proud of myself because I got used to the local climate and truly enjoyed my trip. I discovered a completely new side of myself. I'll never forget the precious memories that I made in India.

I have yet to decide where I want to travel next. But I will travel some place new for sure. My adventures are still a work in progress. Traveling is about taking on new challenges. So if you want to visit a new place, buy a ticket first. You'll never achieve your dream unless you take action. My trip to India helped me discover a new side of my personality and boosted my selfesteem. It also made me realize that each journey ends with a warm embrace from your loved ones. I'm back to the mundane but I'm enjoying it thanks to my family.

3 At Khajuraho

The day I attended an earlymorning Puja ritual at a temple 4 At the Ganges River in Varanasi

The city of Kashi located at the Ganges River is a sacred place for Indian people. Kashi means "a city full of spiritual light." It's a sacred place because it's home to god Shiva. I was surprised to see water buffalos hanging out in the river alongside people doing their laundry and children playing with the water. Traveling is always full of surprises.



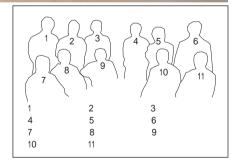




PB 가 . (Eco People) .



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Our world is the legacy that we will leave to the future generations. People living in the present era have an obligation to protect the environment for the sake of generations to come. The role of corporations is even bigger because they help consumers improve the quality of living. Daesung Wood has received recognition in Korea for developing eco-boards using waste wood. Dongwha employees are genuine "eco people" who contribute to the environmental protection by recycling and producing naturefriendly products.



Eco-people Creating Bright Future

Group C of Daesung Wood's PB Factory

Automated systems and outstanding technologies

All work processes at Daesung Wood are automated. Daesung Wood's PB factory consists of three groups, whose employees oversee production. Group C is especially noteworthy for its strong teamwork. The 12 members of the group are skilled and experienced in all production processes, including drying, press, polishing, product inspection and packaging.

This year, the factory maximized its operation rate while minimizing the product defect rate by using minimum raw materials and enhancing quality, which was a result of the combination of automated systems and technological prowess.

Manager Kim Bong-ki, who truly cares about his team members, takes pride in his coworkers, who always strive to prevent safety accidents at the workplace. He enjoys telling stories about Operator Shin In-soo, who is known as a "walking dictionary"; Assistant Operator Je Chun-seo, who is very diligent; Operator Cho Hyun-ki, who is always lauded for his perfectionism; Assistant Operator Shin Chun-

woo, who is said to care about his coworkers as much as he eats; Operator Kim Tae-jong, who always stands by his principles; Assistant Operator Kim Do-hyung, who quickly adapts to changes; Operator Seo Song-won, who is guiet and reliable; Product Inspector Lee Jong-hyun, who despite his advanced age is very meticulous when it comes to product control; Shin Dong-seop, whose product packaging skills are unrivaled; Operator Kim Jong-rae, who perfectly learned his work responsibilities shortly after joining the company; and Operator Kim Dae-young, who is the youngest in the team but who is in charge of all kinds of processes, from planning to miscellaneous things.

Enhancing efficiency with scientific methods

The power of Group C lies in solidarity and strong teamwork. Because each member is involved in all work processes, a single error can disrupt the entire work process. That's why everything must be in sync.

To ensure the best results, the team works toward understanding one another because the members are from diverse age groups. The expertise of the oldest member and the theoretic knowledge of the youngest member have helped the team maximize its work efficiency. The team has also successfully integrated its work processes to eliminate gaps.

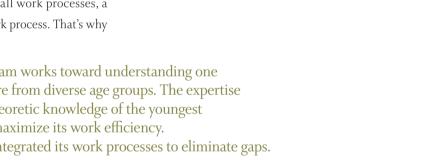
It also enhanced its productivity by using accurate numbers instead of the rule of thumb, as was done in the past, and adopted scientific methods to prevent even the slightest errors, which can cause the twisting of the wood.

For our coworkers, families and customers

Group C visited Sindo Island on November 13 to strengthen the team's determination and enjoy nature. Back in spring, the team took time to enjoy cherry blossoms, and in December this year will gather at Manager Kim Bongki's house. Such events help the team members better understand one another and pursue happiness with their families. They care about their customers and strive to become genuine "eco people," who create a better world for their company, customers and families. Group C continues to work hard without making even the smallest mistakes to make the world a better place.









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Sincere words always move people's hearts. Words said by sons to their parents are especially moving. A special event was organized for Dongwha members on November 13 in Incheon. As part of the event, special dinner was prepared for Kim Byung-soon (Dongwha Enterprise), Kim Won-kyun (Dongwha Nature Flooring) and Kim Sang-kyun (Dongwha Enterprise), who are the three generations of their family working for Dongwha. The father, Kim Byung-soon, was very proud of his two sons, who occupy important positions in Dongwha.

The two brothers and their parents had a good time together for the first time in a long while. They enjoyed delicious food and used this opportunity to speak their hearts out. "Father, we respect you. Live healthily," said the two sons, who are usually very brusque. "In the beginning, it was tough. Every time I had a hard time, I thought of you, Father, because you also went through many hardships. I've become used to my work now. Thank you for always being there for us."

The father, Kim Byung-soon, is proud to see his sons, who joined Dongwha one year apart, work hard for the same company. "Over the 23 years that I have been with Dongwha, the company has become global in scale. You must contribute to making Dongwha a better company," said Mr. Kim.

The two brother's mother was also happy to see her husband and sons having fun together. The father, who says he is happy with his lifelong job, encouraged his sons to live as he did, while the sons saw their future in their father. His passion and diligence will always teach his sons how to achieve higher goals.











How many carats are there in happiness made with a smile? Probably more than we can count. The smiles of Team Manager Lee Hyun-chul's family who participated in Dongwha's Happiness Event are also priceless. The second "Dating with Parents" event was held on November 21 in Incheon. Team Manager Lee Hyun-chul from Dongwha Nature Flooring's Procurement Team organized the event for his beloved mother-in-law, who turned 60 this year. In addition to congratulating his mother-in-law on her birthday, he also wanted to thank her for taking good care of his two sons.

Dinner prepared for Mr. Lee's family consisted of a shrimp dish, colorful wantons and aromatic wine. The table was decorated with flowers and candles. "I had no idea that my son-in-law cares about me so much. I'm very happy," said Mr. Lee's mother-in-law. Her smile exuded happiness and joy. Mr. Lee was also happy to see his mother-in-law enjoying the delicious food and marveling at the beautiful roses on the table. The family members expressed their feelings of gratefulness to one another and enjoyed time together.

Mr. Lee's father-in-law made a toast to happiness, health and love. Mr. Lee's two sons, Sungmin and Sung-eun, kept showering their grandma with kisses and enjoying the delicious dinner. Mr. Lee's wife said she was moved by her husband's surprise event. "I should treat you even better from now on," said Mr. Lee's mother-in-law. He replied jokingly by saying, "If you treat me better, we'll be in trouble."

Happy families brighten up everything around them. The happy smiles of our loved ones are the most precious gemstones in the world.



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Muhamad Asri Mat Lazi

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To my Mother and Father:

Allah bless you! I miss you very much. I am sorry for being unable to take care of you because I work far from home. I'm doing fine. I enjoy working for a globally renowned company with good people. I still remember how proud you were when I earned my Ph.D. You said that even farmers' children can succeed. You were very happy for me. Do you remember how I won an award at a writing contest? You were very happy for me back then, too. Looking at you, I made a determination to study harder. Thanks to you, I was able to earn my doctorate degree in engineering and study abroad. Had it not been for your trust in me, I would have never become what I am today. Thank you.

Mother

Though my love for you is really tiny compared to your unconditional love for me, I do love you. I want to make you happy. I always bear in mind prophet Muhammad's saying, "Paradise is at the feet of mothers."

Since I became a parent, I have been thinking about you a lot. My wife and children often ask me about you. We all miss our hometown. Even though we're apart now, you're always in my heart.

Father,

You are my hero. When I was a child, you taught me your farming techniques. You also taught me how to swim and catch fish. When I was injured during fishing, you carried me to the hospital. I still remember your warm embrace. I also want to be a good father to my children. It's heartbreaking to hear that you're so ill. My brothers are also worried about you. I hope you'll get better soon.

Mother and Father,

I want to thank you for everything you've done for me.

I wish you happiness. Every morning I pray for you. Please, don't

forget that your fourth son always loves you and prays for you. I'm far from you now but my heart is always with you. I love you.

By Muhamad Asri Mat Lazin, EHS Kulim, DMM

Through this event, Muhamad Asri Mat Lazi was able to visit his beloved parents for the first time in a long while and spend time with his family.

Love Letter for Mother & Father

We understand each other through feelings. Just thinking of our parents is a happy experience. Our parents' unconditional love always makes us happy. Dongwha members' love for their parents can make even the cold season warm. Several Dongwha members who were unable to participate in the "Dating with Parents" events wrote special messages for their parents.

Park Areum, Dongwha Nature Door

I'm excited at the opportunity to do something nice for my parents, who are always busy with work. If I'm picked for this event, I want to spend quality time with my parents. I'm thankful to my mom and dad for always being there for me. I want them to be healthy and live long!

Hong Jung-su, Dongwha Enterprise

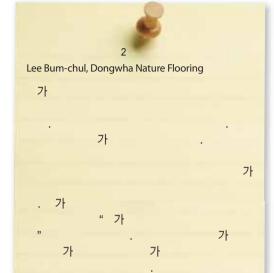
My mother mostly spends time at home because her legs hurt. She loves flowers but this fall she didn't have a chance to see cosmoses. I want to do something special for her.



An Jung-eun, Dongwha Nature Flooring

I love you!

November is a special month to my family, because that's when my parents got married and when I was born. I want to go out on a date with my parents, who had a hard time early this year, because my father had to undergo surgery. My younger brother will take a leave from his military service to join us on my birthday. I want to do something that my mom will be proud of.



My parents began working when I was 3. Since then, they have been busy with work. I had to spend much time alone. The only photo where the entire family is together is my graduation photo. As a child, I often felt resentful toward my parents but now I know that it was thanks to them that I was able to graduate from college and find a good job at Dongwha. My parents are very proud of my workplace. They often say, "Our hobby is to see you succeed." I want to show my parents how much my company cares about its employees. I want to make special memories with them.

Chang Sae-mi, Dongwha Enterprise

I want to treat my grandmother to a special meal to thank her for taking care of me for 14 years. Even though I was quite a handful as a child, she always thought of me as a good granddaughter. I want to have a special meal with her because she is sad that I'll get married early next year.

Kim Young-min, Dongwha Greenchem

Mom, I always promise to you to be a good son but I never keep my promise. I always make you worry but I want to be a good son from this day onward! I don't know why it's so hard for me to say "Thank you" to you. I love you. Thank you.

Park Hae-yeong, Dongwha Enterprise

Mom and Dad, your eldest daughter is already 25 and she works! You always worried that I was like a child, but now you may forget about your worries and take care of yourself. I work very hard! I will always respect and love you.

Pak Min-ji, Dongwha Enterprise I vented at my parents recently because I was stressed out. I was very sorry but I never told them about that. Sorry, Mom and Dad. I love you. I want to win this chance to treat you to a special meal!

We sent these messages as well as beautiful flower baskets to the parents of Dongwha members who were not picked for the "Dating with Parents" event this time.

Epilogue

우리 사보 생물가는 여러분의 사랑을 먹고 자랍니다. Green Dongwha Is Nourished by Your Love.

"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.

Event Day:

Viva Family: DW Travel:

Event Day: Learn to make new products under various themes

Viva Family: Organize parties and other special events for your children

DW Travel: Travel to a destination with your friends or co-workers and share your travel experience with

Become a part of Green Dongwha! Green Dongwha has various events in store for Dongwha employees.

other 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.

Organization Development Team, Dongwha Holdings Tel: 02-2122-0579 E-mail: suying2@dongwha-mh.com













벽지, 타일 말고 다른건 어떠세요? 이젠 벽도 디자인하세요 동화 디자인월 dizai wall

업계최초 GD(Good Design)마크를 획득한 신개념 벽장재 동화자연마루 디자인월(dizainwall) 디자인월은 국내 최초의 목질 벽장재로써 HDF에 코팅처리를 하고, 동화 에코보드 자재 및 조립식 시공법으로 디자인은 물론, 환경친화적이면서도 내구성까지 좋아 소비자는 물론 인테리어 전문가들에게 큰 만족을 주고 있다. 특히 목질이면서도 석재느낌을 연출할 수 있어 가격대비 인테리어 효과가 높다.

▶ 2010년 신패턴



[디자인] 다양한 패턴과 질감표현으로 감각있는 공간 제안 [친환경] EO 친환경 동화 에코보드 사용, 은이온 첨가를 통한 항균 • 방충 효과 [시공성] 조립식 공법으로 간편한 시공 [경제성] 경제적으로 연출하는 대리석 느낌 및 높은 내구성 [안 전] 방염인증획득으로 적은 화재위험, 석재대비 적은 부상위험

