

새가구증후군 추방캠페인 30,012번째 참여자 가족

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 역시 엄마가 노력해서 많이 알지 않으면 안되나 봐요.  
 이제, 내 가족의 건강은 내가 지킨다는 마음으로 가구를 살 때도  
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 서울시 구로구, 리홍리님(32)

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건강한 가구의 선택을 위해 동화에코보드를 꼭 확인하겠다고 약속했습니다.

가족을 위한 건강한 약속에 당신도 참여하세요!

동화에코보드

검색



새 가구 살 땐, 가구 속에 대한 건강한 약속  
‘동화에코마크’를 꼭 확인하세요!

동화에코보드는 새가구증후군을 유발하는 포름알데히드 방출을 최소화한 친환경 프리미엄 가구소재입니다.  
 ENEX WOOAMI E-MART 는 친환경 동화에코보드를 사용합니다.

건강한 가구의 기준—  
**동화에코보드**

GREEN DONGWHA MAGAZINE

# 나뭇동화

WINTER 2010 Vol. 150

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DONGWHA HOLDINGS



# Trust – an Opportunity of Unlimited Growth

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2010

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

Manager  
Lee Kil-jae

Baek Mi-seon

Assistant Manager  
Chang Woo-sung

Kim Jung-hwan





2000 가 BMW 1%

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.



BMW 가 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.



1 365

A happy player in the car repair market

Planning products around the year to meet customer needs is a pleasant 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 achieve.



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 가 10 가 BMW

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 가 가

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.



Seo Yong-il

A young man reminiscent of an evergreen pine tree

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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Happiness

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Trust



Respect for Talent

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Change and Innovation

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Ethical Management

vol. 150

150

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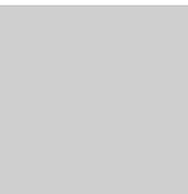
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WINTER 2010 Vol. 150

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## VISION 2013

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### CEO's Message

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.

### CEO's Message

Creating New Future







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

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.

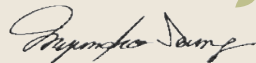
We strive to make Dongwha a high-performing company together based on our rock-solid trust. I am happy to share with you the dream of earning trust from our own selves and other people. People who have dreams eventually make their dreams come true. I look forward to seeing the "blueprint" of the future 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.

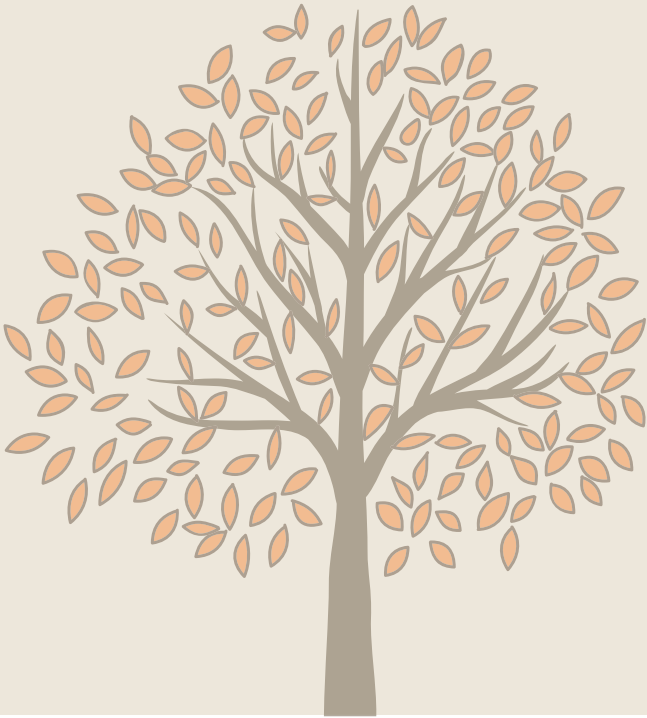
Thank you.

December 1, 2010

CEO Seung Myung-ho, Dongwha Holdings



# Creating New Future



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Financial Times	가		

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# Communicating with a Bigger World through Trust

CEO Lee Byeong-eon, HK Int'l

**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 fines.

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 of 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 high-ranking 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 Dongwha 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.





# 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



“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”



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.





## CORPORATE CULTURE

### Happiness Report

Dongwha Malaysia Games Carnival 2010 中

Mr. KB Chae hopes that everybody will have fun and enjoy the games while practicing teamwork, communication and trust to all team members. He also insisted that those practices should also be applied in work.

### Happiness Report

Dongwha Malaysia Games Carnival 2010



Green Dongwha Magazine 2010 Winter



Green Dongwha Magazine 2010 Winter

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Green Dongwha Magazine 2010 Winter







# 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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# 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.

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-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)

faith

### 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 GET THE 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!

Cho Bo-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.

### Why customers trust Dongwha?

#### Mr. Hairul Azmi – Team Leader , ME Marketing

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.

#### Zaihirim Ahmad Zan – Executive, ME Marketing

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.

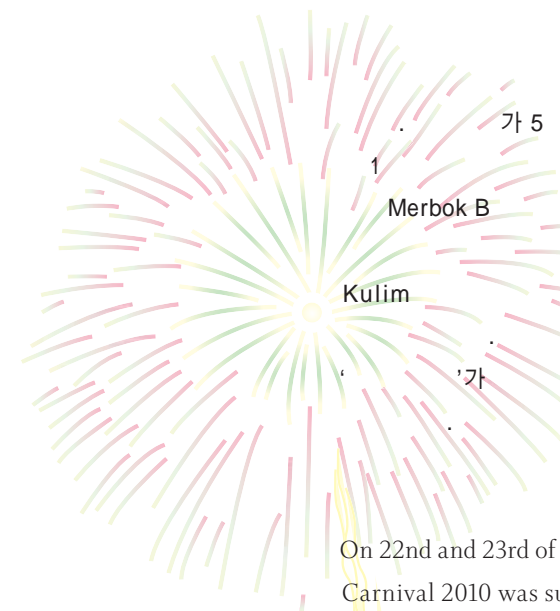
#### Lim Siew Hung – Executive, Rest of World Marketing

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.



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Green Dongwha Magazine 2010 Winter

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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.



# DONGWHA FOCUS

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Business  
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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.

Business  
Dongwha Nature Door Emerges as Top Domestic Brand





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Clean, Smart,  
Strong  
(Clean)  
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동화자연도어





# 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 well-established 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



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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



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.



[ Forenue Team Members ]

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







Mix&Match, SFC 5  
DPG(Design Partners Group) Keizo Sakurai가 3  
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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.

### The charm of luxurious lifestyle

“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.



Dress Room Entrance



2nd floor - children's room



1st floor - master bedroom



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machine, My area

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.



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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.

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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."

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### 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.



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### 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.

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### "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-



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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10 16 TASCO Caulfield cup Horse racing

KPI Workshop  
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### TASCO Launches In-house Journal '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 Caulfield 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

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### 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.















# GLOBAL DONGWHA

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## Global Report-1

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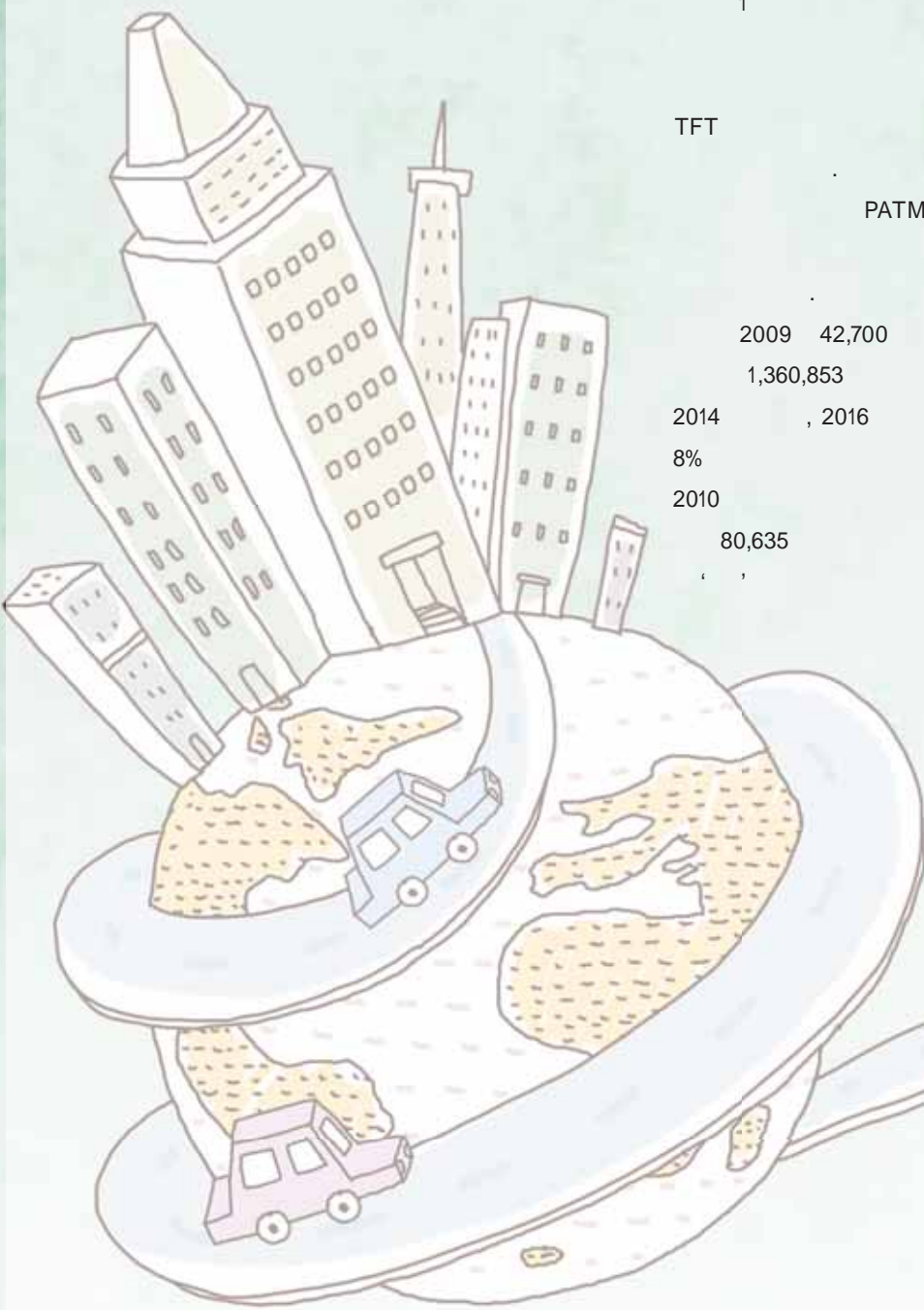
Nothing is impossible when we trust in our partner and never give up. You may look forward to seeing Dongwha's stellar performance in Korea and Brazil.

## Global Report-1

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





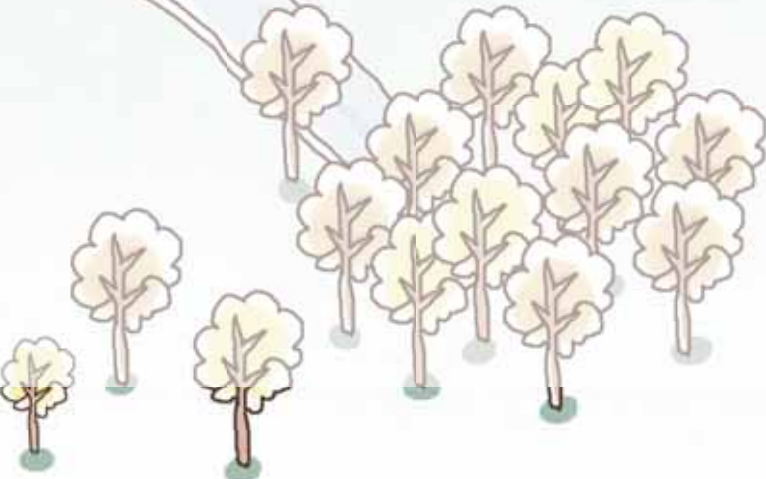


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# Trust and Challenging Spirit The Keys to Success in the Latin American Market

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

specializing in wood products. Its business items include doors, plywood boards and MDFs. It conducts transactions with companies from 21 countries including Turkey, Qatar, Ecuador and Peru, and its network in Latin American will be of great help to Dongwha's endeavors in overseas markets.

Dongwha International launched the sale of the TEGO film in Brazil after concluding a partnership with PATMO in 2009. Two years 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

hours to transport Dongwha's products to Brazil, while the 12-hour jet lag presented even more challenges. However, Dongwha did not give up and took on the challenge. In October 2009 Dongwha's research staff visited local companies along with PATMO employees to demonstrate Dongwha's TEGO film in person and publicize its excellent quality. It was a 3000-kilometer journey.

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.

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 Araju.

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.









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# Getting in Touch with Australian Culture Enjoying Australian Sport ‘Footy’

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.





# LIFE & CULTURE

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Event Day  
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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.

Event Day  
Bolstering Father-Son Ties







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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.

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



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

**July 24** 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.

**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 self-esteem. 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 early-morning Puja ritual at a temple  
4 At the Ganges River in Varanasi

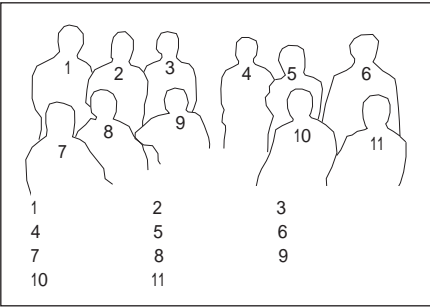
The city of Kashi located at the Ganges River is a sacred place for Indian people. Kashi means "a city full of spiritual light." It's a sacred place because it's home to god Shiva. I was surprised to see water buffalos hanging out in the river alongside people doing their laundry and children playing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





PB C

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(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 nature-friendly 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 quiet 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 Bong-ki’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.



## Happy Dongwha Bolstering Father-Son Ties







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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, Sung-min 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.

# Happy Smile as Everlasting Gemstone

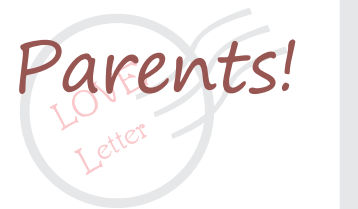




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 By Muhamad Asri Mat Lazi, EHS Kulim, DMM  
 Muhamad Asri Mat Lazi  
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# Allah's Blessing to My Parents!



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 Lazi, 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.

Chang Seung-gyu, Dongwha Greenchem

Thank you for this opportunity to be a good son to my parents. I hope I'll be picked next time. Father and mother, I'm sorry for not being able to take good care of you. I'll visit you more often. I hope that my parents will live healthily for a long time. I love you!

An Jung-eun, Dongwha Nature Flooring

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.

Lee Bum-chul, Dongwha Nature Flooring

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 **나눔동화**는 여러분의 사랑을 먹고 자랍니다.  
Green Dongwha Is Nourished by Your Love.

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

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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 : 가  
DW Travel : 가

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

**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 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



www.greendongwha.co.kr

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

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



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**[경제성]** 경제적으로 연출하는 대리석 느낌 및 높은 내구성  
**[친환경]** E0 친환경 동화 에코보드 사용, 은이온 첨가를 통한 항균 • 방충 효과  
**[안전]** 방염인증획득으로 적은 화재위험, 석재대비 적은 부상위험  
**[시공성]** 조립식 공법으로 간편한 시공

■ 제품문의 | 080-346-6091

