

GREEN DONGWHA MAGAZINE

나눔동화

AUTUMN 2010 Vol.149

인재라고 쓰고
PI재라고 읽는다



contents

Vision 2013

- 06 CEO's Message 가
- 10 Theme Essay-1 가
- 14 Theme Essay-2 (財) (才)

Corporate Culture

- 20 Innovation Report 가
- 24 Happiness Report-1
- 28 Happiness Report-2

Dongwha Focus

- 34 Business “ ”
- 36 New Product “ ”
- 38 Hot Clip “Be the Ecorean!”
- 40 Dongwha News
- 46 Dongwha in Media

Global Dongwha

- 52 Global Report-1 1 가
- 56 Global Report-2 !
- 60 Global Report-3 !!

Life & Culture

- 66 Summer Photogenic Fun Fun!! Summer Vacation
- 70 DW Travel
- 74 Bravo My Team
- 78 Viva Family 가
- 80 Book



Vision 2013

Story 1.

가 가 가
가 가 가

CEO's Message | 가 中


We all share Dongwha's dreams. Let's join hands and move forward to make Dongwha a respectable company by growing together and creating a workplace where all employees are happy.

CEO's Message | Big Dreams Create a Big Future



가 !
가
가 가



2000 1 ,
1 .
1 , 1 . 가
10 , 10
3가
TFT 90
, 2000
가 ,
. 2000 11
가
2010 1
10 , 1
10 가
1 .
가
/ 가
가 가 가
가 가
2013 2 가
가
가 가
2010 8 19 

2010 8 19

Paprika Sam

Big Dreams Create a Big Future

Dear members of the Dongwha family! Today I want to talk to you about Dongwha's two dreams. All of Dongwha's executives discussed the company's dreams at a meeting at the Dongwha Training Institute and another meeting in Oak Valley in Wonju.



Following the Asian financial crisis, Dongwha recorded 100 billion won in sales in 2000. Our stellar performance inspired us to set a higher goal of reaching 1 trillion won in sales. At the time, Dongwha began to devise plans to expand its operations overseas and become the number one wood board manufacturer in Asia. A whole decade has passed since then. I would like to talk about three areas Dongwha should focus on in the next ten years.

First, we must step up efforts to become a globally recognized company. In 2001, Dongwha's business was mainly centered on materials. Currently, Dongwha is not the number one company in its field in Asia but it is one of the top wood materials manufacturers. Before acquiring Daesung Wood, Dongwha was just a mid-sized firm. But after the acquisition, Dongwha began to produce better results and now it stands unrivaled in Korea. To advance into the Asian market and become a top company in Asia within ten years, Dongwha must make the best out of Greenchem Company as well as its materials.

Second, I believe Dongwha's interior divisions will face major changes with the acquisition of Elite Door Company. I believe that the changes will bring new opportunities. The interior divisions must step up efforts to aim beyond Asian markets and strive to establish a presence in the European market.

Third, development divisions are at their nascent stage at the moment. I hope they will make the best use of the company's real estate in Gajwa-dong to create a center of auto-related industries. I am sure that this dream will come true.

We will be able to reach our goal of 2 trillion won in sales in 2013 if we successfully implement these three tasks.

Our second dream is to create a workplace where all employees are happy and proud of their jobs. I want all Dongwha employees, including top management, to be able to say genuinely that they love their job.

In order to create a happy workplace, each individual must be entitled to happiness. To be happy, both an individual and an

organization must have the right qualifications. The most basic qualification is strong results.

To make Dongwha a company that continues to produce strong results, efforts have been made to strengthen the TFT organization. A company that yields strong results is immune to global financial crises and continues to grow. We will continue to work toward that goal.

I can say with confidence that Dongwha will achieve its dreams if all our employees share them. I hope that each and every one of you will do your best to achieve our common goals, because individuals and organizations grow according to their goals.

If you want to succeed and make your life meaningful, continue to pursue your goals with patience even in the face of adversity. You will gain nothing the minute you give up.

We all share Dongwha's dreams. Let's join hands and move forward to make Dongwha a respectable company by growing together and creating a workplace where all employees are happy.

Thank you.

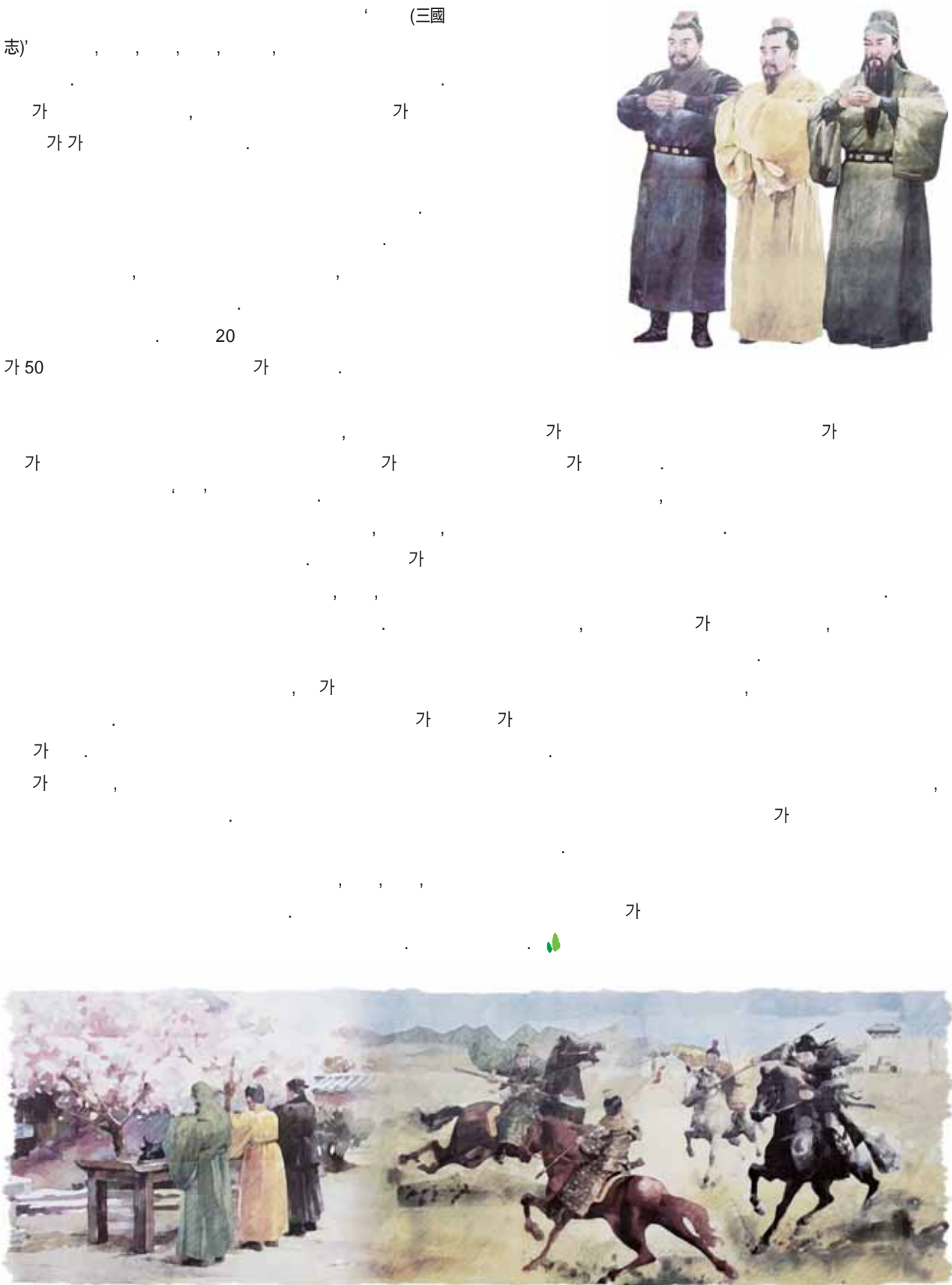
August 19, 2010

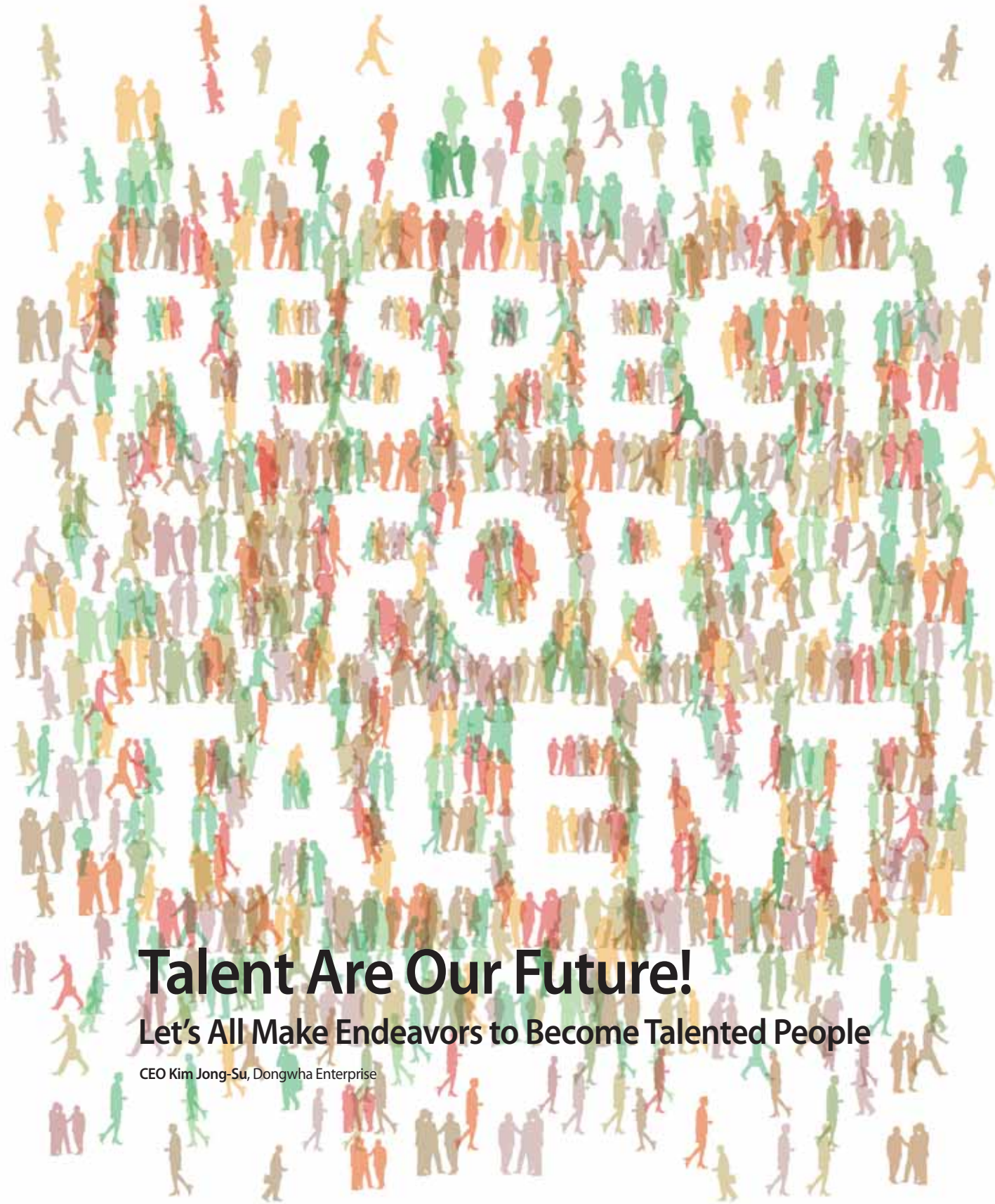
CEO Seung Myung-ho, Dongwha Holdings

A handwritten signature in black ink, likely belonging to CEO Seung Myung-ho.



가 !





Talent Are Our Future!

Let's All Make Endeavors to Become Talented People

CEO Kim Jong-Su, Dongwha Enterprise

In the ancient Chinese book, “Romance of the Three Kingdoms,” many heroic characters appear, including Jo Jo, Kwan Woo, Liu Bei, Guan Yu, Zhang Fei and Zhuge Liang. Among them, Jo Jo is the most capable as not only is he very smart but he also has strong determination. The kingdom he founded, Wei, is regarded to be the strongest of the three kingdoms in the book.

However, people do not consider Jo Jo as the best leader in the book but see Liu Bei as the top leader. As a poor Confucianist student in the province, Liu Bei did not have any fortune and was not very good at battle and neither did he have the ability to make resolute decisions necessary in battle. Rather, he had many shortcomings and often got himself into trouble. Nevertheless, this same man became the emperor of a great kingdom when he was in his 50s.

Liu Bei did not inherit a kingdom from his father like Son Kwon, nor did he have the experience of reviving a collapsing kingdom like Jo Jo. Then how was he able to become a successful leader? The secret lied in his ability to find talented people. Without the genius strategic mind of Zhuge Liang and great generals such as Guan Yu and Zhang Fei, Liu Bei would not have dreamed of unifying China's kingdoms.

is proportional to how big the leader's dream is. If a leader can realize his or her dreams on his or her own, there is no need to seek talented people. In order to realize his dream of unifying kingdoms, Liu Bei needed many talented people and exerted his best efforts to win them over with patience and persistence.

Even nowadays, a company that dreams of a better tomorrow is in absolute need of talented people. Dongwha's dreams and goals cannot be realized with the efforts of only a few of its employees. Dongwha's dreams will come true once all of its employees are talented enough. Otherwise, its cutting-edge systems, facilities and hardware are completely useless.

Nothing in this world can replace talented people. If a company's work processes, equipment and hardware were parts of a human body, then a person's talent and abilities would be the “soul” or the “mind.” People who look strong and beautiful on the outside but don't have a soul are empty. Likewise, a company with advanced technologies but no talented people is useless.

Dongwha has a vast pool of talented people who are more capable than its advanced technologies. Dongwha values its employees and believes in their ability to make its dreams come true. 🌱







Get Solid Guarantees by Investing in Talent!

By Lee Chi-min
(Team Leader, Human Resources Development Team,
Dongwha Holdings)

Opportunity for Growth Over Money

During my vacation, I met a couple of friends who are self-employed or work as freelancers. After talking to them, I realized that you can really enjoy a great variety of benefits by working for a company. Such benefits would include a stable income, vacation, acquiring work experience, receiving work training and seeing results of self-development.

Recently, we often come across news reports about the unstable labor market and rising unemployment among young people. We also often see personnel managers complain about the lack of talented people. Amid such conditions, people who are equipped with talent make use of their abilities. In particular, a growing number of talented job seekers place importance on whether a job provides an opportunity for growth rather than on remuneration. According to various surveys conducted on Dongwha employees since 2008, Dongwha staff had significant interest in developing their career and abilities.

Find More Growth Opportunities in Dongwha

Considering the scope and speed of Dongwha’s business advancement, Dongwha employees were exposed to more growth opportunities as leaders and experts in their fields compared to employees in other companies. Dongwha clearly guarantees to its employees the opportunity for growth. Dongwha offers an environment that nurtures leadership, professionalism, result-seeking minds and open-mindedness as a way to realize its core value of “respect for talent.” Through EVP, Dongwha consistently offers employees opportunities to grow and helps them share their happiness with the company.

Thanks to its Global HR System, which was launched in 2009, Dongwha helps employees become professionals in their fields and leaders in their respective departments. It also enables employees to develop a broader business perspective.

Work Experience is Key

A company can no longer remain competitive by having its employees sign up for boring training programs. According to

reports released by the renowned consulting firm McKinsey and Company and Harvard University, the most effective way to hone one’s skills is based on coaching, feedback and mentoring during the process of carrying out one’s duties rather than undergoing a rigid training program. It is imperative that employees seize opportunities to actively develop their skills while working. Let’s not forget that the most important and powerful skills are acquired through a hands-on experience.

This learning method should be applied in everyday life in the workplace so that every employee can be a teacher, a mentor and a coach. Experiences and passions shared with superiors and coworkers are an asset that is more vital than authority exercised by outside experts. In the end, open communication in the workplace among coworkers and superiors is critical to developing employees’ skills.

The Safest and Most Effective Investment

What kind of investments do you make? Do you invest in real estate or stocks? What kind of investment yields the biggest return? The safest investment you can make is health and self-development. Dongwha operates its Global HR System to help its employees develop their skills based on Dongwha’s core value of “respect talented people.” Dongwha plans to further expand the system and hopes that its employees will actively foster their skills to become specialists in their fields by receiving various training programs provided by the company and being actively engaged in their workplace. 🌱

Story 2. Corporate Culture

Innovation Report |

가 中

But the biggest award was probably the encouragement and applause the awarded employees received from the company and their coworkers. Moreover, their awards have inspired them to dream of a better future.

Innovation Report | Let's All Become Dongwha Stars!



가

가
2010 6 'Star of the Month Award'



6 25 'Star of the Month Award'
' 1 4 ,
58 GS, STX 가 .
(LIG)

LIG Liga
Square 198
3 (1,000) 가
PB 155%, MDF 105% 5
MDF

7 Star of the Month Award가
MH TEGO
(6 19) , 6
(33 , 21%)
1,000%가

1 . 6
(106%), 6
'NATUS 强' (1,504),
30

? 2

- 1.
- 2.
- 3.
- 4. MH





Let's All Become Dongwha Stars!

Talented people who envision their company as part of their future always stand out from the crowd. A company that can attract talented human resources can become a world-class company. Talented people drive their company's growth while the company inspires them to set goals. Every month, Dongwha selects employees who have produced good results. In June, Dongwha launched the "Star of the Month Award" to promote communication among employees.



1. 2. 1.



Stars of June

On June 25, Dongwha's Star of the Month Awards were given out for the first time at the Agora meeting. Chang Won-hi (Dongwha Developer, Product Planning Team) was commended for opening the first YellowHat store in Korea after having secured the franchise for an auto accessories super store. Park Young-bae (Dongwha Nature Flooring, Door Direct Sales Team) and his team were acclaimed for winning contracts worth 5.8 billion won in April from leading construction companies, including GS and STX, despite the global financial crisis. Han Ji-bin (Dongwha Enterprise, Spec-in Team) drew attention for proposing a new business direction in developing LIG special patterns. By applying special patterns to 198 LIG Liga Square households, Mr. Han contributed to enhancing customer satisfaction. Thanks to his endeavors, Dongwha has signed provisional contracts with some 1000 households and expects the contracts to lead to a surge in sales. Dongwha Enterprise's Board Sales Team was recognized for having surpassed its sales target for May (PB sales 155 percent and MDF sales 105 percent). Such a result came as Back Ji-hun of the team successfully expanded interior MDF distribution network as part of endeavors to secure such networks' soundness.

Stars of July

Another Star of the Month Award ceremony was held in July at the Agora meeting. Park Yong-woo (Manager, Overseas Sales Team, MH Holdings) and his team were commended for setting a sales record for the TEGO film (1.9 billion won) in June. Outstanding performances team was also lauded for posting impressive sales in overseas transactions in June. Some 330,000 TEGO films were sold in June, or up 1000 percent from the same period last year. The team's accomplishment further attested to the outstanding quality and designs of Dongwha products. Son Il-min (Dongwha Nature Flooring, Flooring Sales Team, Dongwha Nature Flooring) also yielded significant results. Thanks to his endeavors, Dongwha Nature Flooring topped laminate flooring sales for six straight months and the new flooring "NATUS," which launched in June, recorded sales of 4972 square meters. The team was also commended for selling the entire stock of "Home-in" products. Each award recipient received a 300,000 won gift certificate. But the biggest award was probably the encouragement and applause the awarded employees received from the company and their coworkers. Moreover, their awards have inspired them to dream of a better future.

두근두근
데이트

가 6 25





All Dongwha employees dream of becoming the best in their respective areas. They are professionals. Their passion is strong. Dongwha employees' happiness grows when they share their happiness with their coworkers. Let's meet some of the Dongwha employees who went on "exciting dates" with their coworkers on June 25.

The Three Invincible Team's Happy Encounter

Lee Ji-young (Assistant Manager, Direct Sales 2 Team, Dongwha Nature Flooring) was very happy on June 25 to have a special date with the employees of the Direct Sales 1 Team and the Dongwha Design Center. She had always wanted to express her gratitude to them. Ms. Lee's duties mainly involve working with construction companies and interior designers, so she often receives help from the Design Center. She says she was able to produce good results when Sung Hyun-jung (Assistant Manager, Dongwha Nature Flooring) and Lee Young-ok (Manager, Dongwha Nature Flooring) accompanied her to meetings and helped her develop patterns that can impress customers. Lee says the employees of the Design Center always respond to her requests, no matter how urgent they are. Direct Sales 1 Team, for its part, was always there for Ms. Lee. Ms. Lee and the employees of the Direct



Sales 1 Team and the Designer Center had a great time together. They expressed gratitude to one another and encouraged their coworkers.

"We had a wonderful time. No one wanted to go home," said Lee.

CEO's Special Gift

Lee Byeong-sang (Team Leader, Dongwha Greenchem) threw a barbecue party on June 25 for people he always was thankful for. He was surprised that day when he received some money from Dongwha Holdings CEO Seung Myung-ho. Mr. Seung, who places importance on communication with employees, gave Mr. Lee the money apparently to "sponsor" his party. Mr. Lee said he was deeply touched by Mr. Seung's gesture and the way he cared for the employees.

At the party, Mr. Lee had a rare opportunity to talk to factory workers. After a nice dinner, Mr. Lee and his coworkers had a wonderful time singing and dancing. "We got to know and understand one another better by talking about work. I would like to thank Mr. Seung and other executives for providing this opportunity to spend time with coworkers outside the workplace," said Lee. He added that he had hoped that more of his coworkers would come to the barbecue party.

Communication for Tomorrow

Lee Gyoung-hyoung (Manager, Forênuë Team, Dongwha Nature Flooring) said he had a great time on June 25. On this day, he had an "exciting date" with the employees of departments he had never had the opportunity to meet with. The date was arranged on a request from Park Hyung-jin (Assistant Manager, Property Management Team, Dongwha Developer). Mr. Lee said the date was meaningful not only because he met with new people but also because he learned about their opinion about work. Mr. Lee says he hopes that Dongwha employees will have more opportunities to share their thoughts in their future.

The employees who took part in the 'exciting date' event beamed with joy. Together, Dongwha employees always create a synergistic effect. 🌱



제 6회 부모직장 체험행사
말레이시아와
함께한 우리들만의
여름 이야기

8 8 12 3 5
6
15



1

가

가

2

3

3 5

'가

가

가

가



2010

가

Children of Dongwha Employees Learn about Their Parent's Workplace

An Unforgettable Summer in Malaysia



On our first day in Malaysia, we learned about Malaysia's history.

We thought about our dreams.

Together with our Malaysian friends,



we toured around the plant and left together for Putrajaya.

Malaysia was beautiful.



On our second day, we visited the historical city of Malacca.

Though it was hot, we were excited

as we saw things we had never seen before.



On our last day, we made traditional cookies and played traditional instruments.



In the summer of 2010, we became friends with Dongwha and Malaysia.

A group of 15 children of Dongwha employees visited Malaysia August 8-12 as part of a program that teaches children about their parents' workplace. It was the sixth event of its kind.

First, the children visited Dongwha's factory in Nilai. Dongwha Malaysia's General Manager Kwon Hyun-rang told the children about the history and culture of Malaysia. Later, Dongwha Malaysia CEO Kim Jong-su took time out of his busy schedule to talk to the young visitors about Dongwha's dreams and goals. The children also spoke about their dreams and drew pictures of Dongwha's future.

Later in the afternoon, the guests spent time with the children of Dongwha Malaysia employees. Despite the language barrier, they became friends very quickly while touring the Nilai factory. The children also visited the Malaysian city of Putrajaya by cruise. Despite the short trip, the children concluded their first day in Malaysia with a promise to meet again.

During the next few days, the children visited the historic city of Malacca, where they saw a butterfly farm, mosques and Saint Paul's Hill.

On the final day of the trip, the children tried their hands at making Malay traditional cookies and pluck coconuts on a coconut farm. They also played all kinds of instruments that they had never seen before. The children had a blast during their trip because they made new friends and saw many new things. Without a doubt, the words "Dongwha" and "Malaysia" will be forever instilled in their minds. 🌱

After hearing CEO Mr. Kim's lecture about dreams, I came to think seriously about my dreams. Then I had a conversation with my Malaysian friends and I made a promise to myself that I will study English harder once I go back to Korea. Thanks to the fact that my father works for Dongwha, I was able to seize a great opportunity and have a meaningful trip. I would like to thank my parents for giving me this opportunity.

Joo Hyeon-ji (daughter of Joo Young-chul, Surface Material Factory, Dongwha Greenchem)





Story 3. Dongwha Focus

(YellowHat)
2~3 가
250
中

Dongwha YellowHat Company plans to develop Yellow Hat into the benchmark of auto living culture in Korea. Dongwha plans to open two or three more stores within this year as part of its goal of setting up more than 250 stores nationwide.

Business | main YellowHat store in Seoul's Gangnam area



main YellowHat store
in Seoul's Gangnam area

34



가 (YellowHat)

2 (YellowHat)

6 29

3 , 700m² , 1

, 2 ~ 3

가

One - Stop



Dongwha YellowHat Company has launched services after joining hands with the Japanese auto accessories superstore Yellow Hat.

Dongwha signed a contract with Yellow Hat earlier in February in a bid to dominate Korea's auto accessory and service market. It opened its main YellowHat store in Seoul's Gangnam area in Seoul on June 29.

Main YellowHat store in Seoul's Gangnam area has three floors with a floor space of 700 square meters. On the first floor, there is a service section where customers can purchase or exchange car accessories and receive maintenance services. On the second and third floors, customers can shop for all types of auto accessories, including tires and electronic goods. The store has some 3000 type of accessories.

In a bid to differentiate the Nonhyeon store from existing auto accessory stores and car service centers and to build a good reputation, Dongwha YellowHat Company created a new business concept called "auto convenience store."

The Nonhyeon store stands out from other stores because it offers a clean space where products and services are standardized and consumers can get one-stop services including accessory shopping, car checkups and maintenance.

The Nonhyeon store is Korea's first advanced multi-store with a parking facility that can accommodate up to 20 cars, enabling customers to comfortably visit the store.

Dongwha YellowHat Company plans to develop Yellow Hat into the benchmark of auto living culture in Korea. Dongwha plans to open two or three more stores within this year as part of its goal of setting up more than 250 stores nationwide.

, 20

(YellowHat)

250

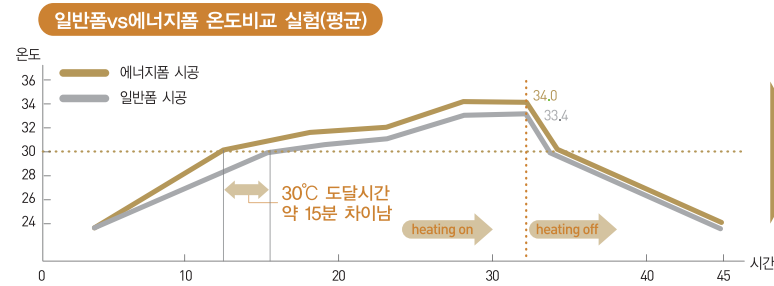
!	YellowHat 30 , 1962	() 486	, , 20	2009	1 2,000
About Yellow Hat	Yellow Hat was founded in 1962 by Kagiya Hidesaburo. It currently has 486 stores in Japan and 20 stores in China, Taiwan and the Middle East. Its sales for 2009 recorded 1.2 trillion won.				

“우리인 팔라요!”

Dongwha Laminate Flooring is Special



1995년, DNA가
가
M/S 1
Brand Equity
가 Needs
가
490%, () 168%
가
M/S
가
5.1가가,
1~1.5가 ()
가



- 일반품보다 에너지품의 온도가 빨리 상승하고 늦게 하강하는 결과를 보임
- 표면온도 30℃ 도달 시간 비교 시 에너지품이 약 15분 정도 빨리 상승함
- 표면 최고 온도도 에너지품이 일반품 대비 약 1~1.5℃ 정도 높은 수준을 유지함



Dongwha Nature Flooring launched its laminate flooring business in 1995 after constructing its first laminate flooring plant. Since then, Dongwha has continued to top the ranks of laminate flooring makers for its outstanding quality and differentiated services under the catch phrase “Korea’s number one laminate flooring.” Dongwha has maintained and developed its brand equity by boosting its product competitiveness and building an eco-friendly image. Dongwha also devised diverse strategies to meet various consumer needs. Dongwha’s two key differentiated strategies are:

Warmth

In line with the growing demand for warmer laminate floors, Dongwha has developed energy foam that transfers heat faster and stores it longer. The newly developed energy foam raised the temperature of emitted heat by 5.1 degrees Celsius, thus making laminate floors warmer by 1-1.5 degrees Celsius.

Water resistance

Wood is vulnerable to water. As a result, laminate floors must

be water-resistant as they are cleaned by wet rags and steam cleaners. Dongwha Nature Flooring has developed a technology that has significantly boosted the water resistance of wood flooring by applying eco-friendly coating to connecting parts. Products developed with the new technology proved to be highly resistant to steam cleaners and water. Dongwha’s water-resistant floors are 490 percent more resistant to deformations than other products when cleaned with steam cleaners. In water-resistance tests, Dongwha’s floors were found to be 168 percent more resistant to water than other products.

With the two strategies, Dongwha will continue to promote the outstanding quality of its floors while also overcoming the limits of wood and enhancing its product competitiveness through relentless research and development.

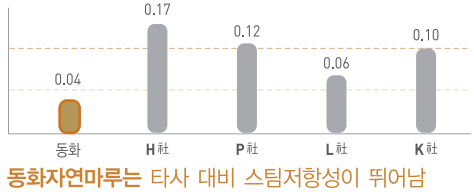


에너지품

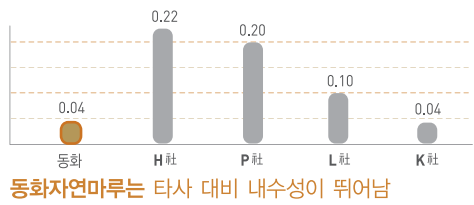


타공 부위를 통한 복사열은 방해없이 마루로 전달되고 열전달을 증진하는 역할수행

스팀저항성



덤 테스트 (내수테스트)






가
‘Eco-’ ‘Korean’
가
(www.gaguinside.com)
가
[]가

The term “Ecorean,” which is a combination of the words “eco” and “Korean,” refers to Korean activists whose goal is to eliminate the sick-house syndrome. Ecoreans actively share their thoughts and vital information on leading a healthy lifestyle on Dongwha Enterprise’s furniture portal “Gagu Inside (www.gaguinside.com)” as well as on other blogs and online communities. Ecoreans also work to protect consumers’ health from various chemical and hazardous materials. Ecoreans have primarily focused their efforts on the “Ecorean campaign.” But now they also actively promote environmentally friendly furniture, post reviews of furniture stores and inform consumers of nearby eco-friendly furniture stores. The goal of Ecoreans is to become an “Ecorean Leader,” who is the PR ambassador of the Ecorean campaign.

Since the campaign was launched in April 2009, more than 33,000 consumers have joined the campaign and become Ecoreans. The number of Ecorean Leaders, whose main mission is to spread environmentally friendly messages, currently stands at around 400.

Ecorean Leaders are consumers who have a professional eye when it comes to furniture materials, design, prices as well as the location, service and products of furniture stores. They share their views on the Web site, Gagu Inside. They also exchange information on eco-friendly furniture and materials with their friends and neighbors while personally using furniture made of Dongwha’s eco-boards.

In doing so, Ecorean Leaders help consumers find information about the products they use while also helping firms understand what consumers want. As interest in eco-friendly products keeps rising, the competition for becoming an Ecorean Leader keeps intensifying. Ecoreans strive to help people live in a healthy environment. They know and believe in the power of consumers, and that’s why they say, “Be an Ecorean!” 



8 26 (In-Congress Tour) 160
가
가
PB, MDF
* (IUFRO ; International Union Forest Research Organizations)
5 23 가 2010 8 1893 1

IUFRO Academic Group Visits Dongwha Enterprise

On August 26, a group of 160 members of the IUFRO In-Congress Tour visited Dongwha Enterprise to learn about Korea's forestry industry. It was a valuable opportunity for Dongwha to raise its recognition and promote its image because the delegation comprised forestry and environmental experts from all over the world. The delegation toured Dongwha's History Hall and Dongwha Nature Flooring's plants, green factories as well as PB and MDF plants.

* IUFRO stands for International Union of Forest Research Organizations. The union holds meetings every five years. Its first meeting was held in 1893. Seoul hosted the organization's 23rd gathering in August 2010.



74
6 9 1 74
가



Daesung Wood Marks 74th Anniversary of Founding

A ceremony marking the 74th anniversary of Daesung Wood's founding was held in Daesung Wood's main conference room on June 9. It was attended by Daesung Wood General Executive Director Kim Dong-sung, General Executive Director Lee Si-joon, Director Chung Dae-won as well as the head of the company's labor union and employees. Long-service awards were presented. After the ceremony, a tea party was held.



가 2010
, 1996 가
, 1 2
1 가

Daesung Wood Lauded for Labor-Management Accord

Daesung Wood was recognized by the government for its strong labor-management relations in 2010. Every year since 1996, the Labor Ministry selects firms with labor-management accord. The criteria include employee participation in open book management, the firm's overall labor-management relations, improvements in work environment and the performance-based remuneration system. With the selection, Daesung Wood has received multiple benefits, including a one-year postponement in tax audits and extra points in bidding for government contracts.

TEGO - Film 6
2010 6 TEGO - Film 1,916
155 2007
, 2009 8
2010 15 Portfolio



Dongwha Greenchem's TEGO Film Posts Record Sales

Dongwha Greenchem saw the sales of its TEGO film reach a monthly high of 19.1 billion won in June. In terms of quantity, that is 1.5 million film sheets. TEGO film sales have been growing steadily since 2007. Currently, Dongwha Greenchem has 15 partner-firms overseas compared to just eight in 2009.



6 17
'10

Meeting of Dongwha Nature Flooring's Construction Materials Store CEOs

On June 17, Dongwha Nature Flooring held a meeting of the CEOs of construction materials stores. The purpose of the meeting was to introduce Dongwha's products and strategies. Participants discussed business strategies and held a seminar on interior design trends, new Dizainwall products and Dongwha's Green Service. As part of the event, the store owners also toured Dongwha Nature Flooring's factories.

14
7 28 , 4 14
14 10 (3)
4), 15 (, 2010
가 , 2010

Dongwha Nature Flooring Marks 14th Anniversary of Founding

Dongwha Nature Flooring marked the 14th anniversary of its founding at the Incheon auditorium on July 28. Employees who served for ten and 15 years were presented with awards. A speech was delivered by Director Kim Jung-soo. The ceremony ended with pledges to reach this year's goals and a photo shoot.



[]
가 , , ,

Dongwha Nature Flooring Participates in Chosun Ilbo's Campaign

Dongwha Nature Flooring took part in a skill-donation campaign organized by the Chosun Ilbo. The campaign focused on helping the needy by sharing expertise in medicine, welfare, education and home repair. Dongwha Nature Flooring presented its Crozen laminate flooring to a center that helps the homeless in Nakwon-dong in Seoul.



. <http://cafe.daum.net/yellowhat>

MDF Plant Sets Productivity Record

Dongwha YellowHat Company has launched an online community on the web portal Daum to provide car-related information to customers. The Web site address is cafe.daum.net/yellowhat.



7 12
8 1
8 13,14

Elite Door Launches Operations

Elite Door Company began operations in Dongwha on July 12 as part of efforts to solidify its position in the domestic door market. Dongwha Nature Flooring and Elite Door hope to create a synergistic effect by maximizing production volumes and strengthening competitiveness in procurement. To this end, an overhaul was carried out on August 1 and a new name for the company was selected - Dongwha Jeld-wen. On August 13 and 14, workshops were held for Jeld-wen executives and employees ahead of the launch of the new business.

7 14 16 2 3 ,
. HR
2010 42
2010
가 ,

가 HR

Dongwha Malaysia Strategy Review and Leadership Workshop

On 14th July to 16th July, Strategy Review and Leadership Workshop for all Team Leaders was held in Jerejak Island, Penang. This workshop was organized by HR Recruitment and Learning Team and 42 Team Leaders including Top Management participated in this workshop. The three days and two nights were filled with activities such as Performance Review for the 1st half of year 2010, group discussion and activity on "Great Work Place", morning exercise, games and so many others.

This workshop is actually a combination of Leadership Meeting and team building and the objectives are to review and revise the business strategies for 2nd half of the year 2010 and to define "Great Work Place" as well as all participants' roles as leaders, and their action plans to achieve "Great Work Place". Participants found that the session has given them the opportunity to practically experienced and learnt true meaning of teamwork as well as team performance. They believe such programs would help to change individual's behavior towards enhancing team synergy. It is hoped that HR will continue to organize this workshop in the future.



8 20
Mr.Zulkifli가 HRBP Manager,
Mr.Zulkifli
가
200 가
8 20
DHM C&I
Mr.Gabino , Mr.Ahmad Busu
Mr.Zulkifli , HR Manager
가
가
가

Dongwha Malaysia Local Fruit Planting Program

On August 2nd, 2010, Kulim Plant had held a 'Local Fruit Planting Program' which objective is to instill ownership in every employee.

The main head behind this program is Kulim HRBP Manager, Mr. Zulkifli himself and with full support from DMH CEO, Mr. Kim. He said that the idea came from a Great Workplace idea where the concept consists of 'trust', 'enjoy' and 'pride' which are needed to instill ownership. By planting the plant, employees will have 'trust' in management that their plant will be taken care of as well as to feel 'pride' and 'enjoy' after watching their plants to bear fruit.

The responds to this program were overwhelming. Total of 200 plants were planted today and almost all of the come from tropical fruit trees such as rambutan, mango, coconut, jackfruit and so many others.

DMH General Manager, Mr. KB planted mangosteen tree, and so did C&I Manager Mr. Park and Strategy Analysis Manager, Mr. Gabino. Kulim Plant Manager, Mr. Ahmad Busu planted coconut tree, Mr. Zulkifli planted java plum tree, and Head of HR, Mrs. Kwon, planted ambarella tree.

Besides planting their own plants, participants were also given the honor to have the plants named after themselves. Everybody was happy and looking forward to share the fruits with all Dongwha family.

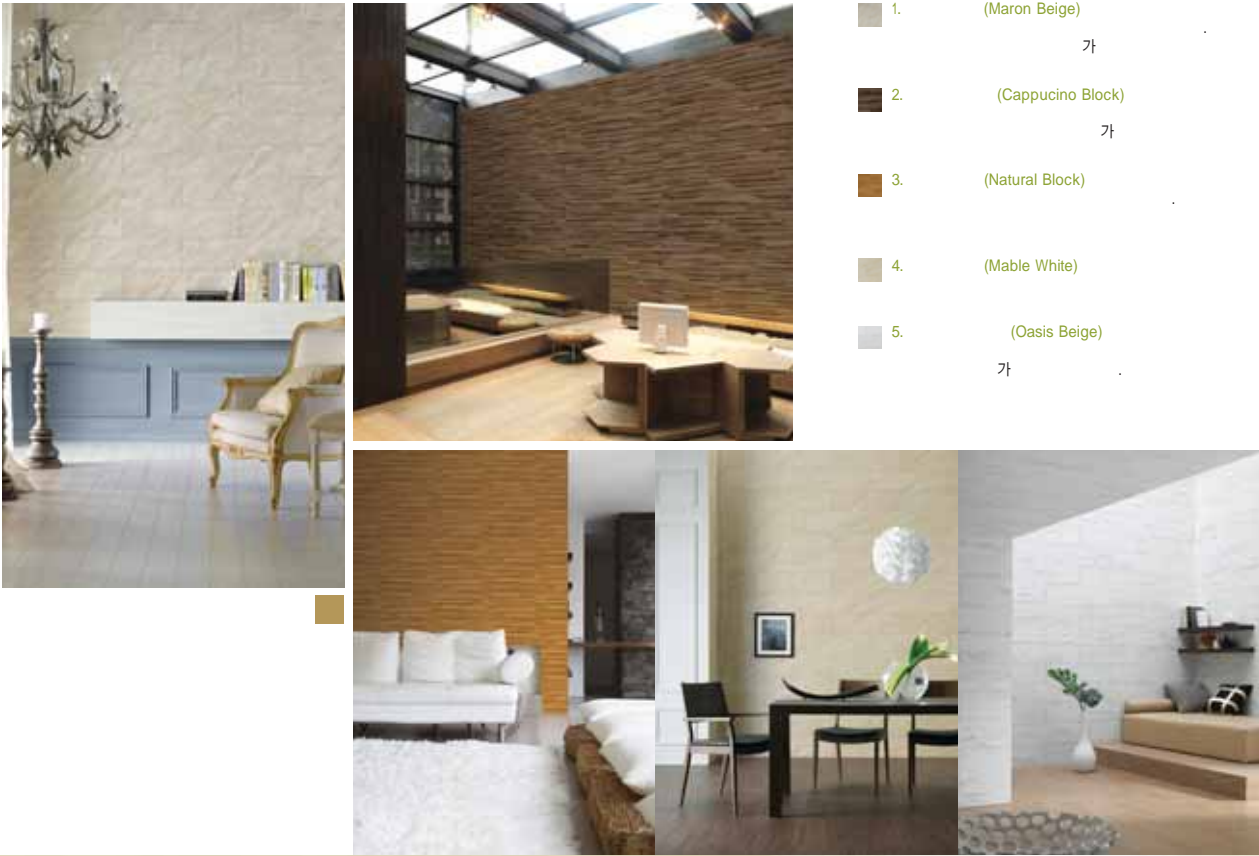


Special News

6 1 12가
HDF
가
'Urban Classic'
'Comfortable Nature' 2가 12가
2010

Dongwha Nature Flooring Introduces New Patterns for Dizainwall

June 1. The Dongwha Dizainwall is an innovative wall finishing panel with specially coated HDFs. The Dizainwall is popular for its diverse textures and patterns including stone and wood. It is available in various patterns and textures thanks to the surface embossing technology. Dizainwall products are manufactured according to a prefabricated method instead of using toxic adhesives. The new Dizainwall products feature a natural and sophisticated style, which is prevalent in the interior decoration industry these days. A total of 12 patterns are available based on two concepts: "urban classic," which blends traditions and modernity, and "comfortable nature," which accentuates the natural wood texture. Apart from basic wood patterns, such as walnut, the new Dizainwall products feature various engineered wood patterns, which have emerged as a hot trend this year.





매일경제 2010년 06월 23일 수요일 A18면 기업

유혜가구 이제 그만 ㉔

포름알데히드 과다 방출 가구 속아내야

지난달 서울 한화동에 있는 원근형종합사무소. 원근종합, 가구조립, 가구제조업체인 유혜가 이곳에서 가구산업 관련 제자리를 차지하고 있다. 유혜는 7월 1일부터 가구 제품에 대한 인공포름알데히드 함량을 규제한다"고 고지를 해 기존 업체가 대응책을 마련하는 계기가 됐다. 유혜는 현재는 복합소재가구(복합소재)를 제조하고 있다. 유혜는 현재는 복합소재가구(복합소재)를 제조하고 있다. 유혜는 현재는 복합소재가구(복합소재)를 제조하고 있다.

가구업계 반발에 기존 강화한 1년 연기 제각각 전환경가구 인증제 통과할 필요

유혜는 현재는 복합소재가구(복합소재)를 제조하고 있다. 유혜는 현재는 복합소재가구(복합소재)를 제조하고 있다. 유혜는 현재는 복합소재가구(복합소재)를 제조하고 있다.

한국경제 2010년 06월 30일 수요일 A22면 산업

동화홀딩스 車용품 유통사업 진출

편의점 컨셉트 '옐로우렛' 오픈

동화홀딩스는 현재는 복합소재가구(복합소재)를 제조하고 있다. 동화홀딩스는 현재는 복합소재가구(복합소재)를 제조하고 있다. 동화홀딩스는 현재는 복합소재가구(복합소재)를 제조하고 있다.

에럴드 2010년 07월 13일 화요일 014면 종합

동화기업 '목자재 1위' 굳힌다

최대 섬유산업 경쟁력

동화기업은 현재는 복합소재가구(복합소재)를 제조하고 있다. 동화기업은 현재는 복합소재가구(복합소재)를 제조하고 있다. 동화기업은 현재는 복합소재가구(복합소재)를 제조하고 있다.

아시아경제 2010년 08월 02일 월요일 008면 산업

“보드류 관세인하하면 가구·보드업계 공멸”

김종수 동화기업 대표 협력관계 강조

김종수 동화기업 대표 협력관계 강조. 김종수 동화기업 대표 협력관계 강조. 김종수 동화기업 대표 협력관계 강조.

한국경제 2010년 07월 14일 수요일 A20면 산업

동화기업, 베트남에 최대 MDF 공장

동화기업은 현재는 복합소재가구(복합소재)를 제조하고 있다. 동화기업은 현재는 복합소재가구(복합소재)를 제조하고 있다. 동화기업은 현재는 복합소재가구(복합소재)를 제조하고 있다.

서울경제 2010년 07월 14일 수요일 A16면 산업

동화기업, 베트남에 MDF 공장 짓는다

1,500억 들여 29만㎡ 규모로 - 2012년 3월부터 가동

동화기업은 현재는 복합소재가구(복합소재)를 제조하고 있다. 동화기업은 현재는 복합소재가구(복합소재)를 제조하고 있다. 동화기업은 현재는 복합소재가구(복합소재)를 제조하고 있다.

동화자연마루, 폭 줄인 강화마루 출시

동화자연마루는 현재는 복합소재가구(복합소재)를 제조하고 있다. 동화자연마루는 현재는 복합소재가구(복합소재)를 제조하고 있다. 동화자연마루는 현재는 복합소재가구(복합소재)를 제조하고 있다.

마이인텔 뉴스 2010년 06월 12일 토요일 010면

동화자연마루 디자인월 신제품 출시

동화자연마루는 현재는 복합소재가구(복합소재)를 제조하고 있다. 동화자연마루는 현재는 복합소재가구(복합소재)를 제조하고 있다. 동화자연마루는 현재는 복합소재가구(복합소재)를 제조하고 있다.

매일경제 2010년 06월 30일 수요일 A18면 기업

동화홀딩스, 서울 강남에 車 편의점 오픈

동화홀딩스는 현재는 복합소재가구(복합소재)를 제조하고 있다. 동화홀딩스는 현재는 복합소재가구(복합소재)를 제조하고 있다. 동화홀딩스는 현재는 복합소재가구(복합소재)를 제조하고 있다.



Global Dongwha

Story 4.

VRG MDF 1500 (1 2500) ,
38m²(11 6000) 2 9 m² 2012
3 가 . 30 m²
가 .

Global Report-1 | 1 가 中

VRG Dongwha invested 150 billion won, or \$125 million, to build the MDF plant on an area measuring 380,000 square meters. With its total floor area reaching 29,000 square meters, the plant will begin its operation in March 2012 and will have the annual output of 300,000 cubic meters - the largest capacity for a single plant in Asia.

Global Report-1 | Become No. 1 in Asian Wood Industry



VRG MDF

1 가



2012 , MDF
7 13 VRG MDF
VRG
VRG(Vietnam Rubber Group) 51 49

VIP 가
VRG MDF 1500 (1 2500)
38 m²(11 6000) 2 9 m²
2012 3 가 30 m²
가

가
1 VRG
MDF
1 , VRG MDF
• MDF 9 143
MDF
VRG
VRG 1975 100% 가
가 1
가 , VRG
가



Groundbreaking Ceremony for VRG Dongwha's MDF Plant

Become No. 1 in Asian Wood Industry

Asia's Largest MDF Plant to Open in Vietnam in 2012

A groundbreaking ceremony was held on July 13 for VRG Dongwha's MDF plant in Vietnam's southern province of Binh Phuoc. VRG Dongwha is a joint venture that was established by Dongwha Enterprise and the Vietnam Rubber Group (VRG) on a 51-49 equity investment. The groundbreaking ceremony was attended by top officials from across the social spectrum including a senior Vietnamese government official in charge of agriculture, an official from Binh Phuoc Province and South Korea's consul general to Vietnam. VRG Dongwha invested 150 billion won, or \$125 million, to build the MDF plant on an area measuring 380,000 square meters. With its total floor area reaching 29,000 square meters, the plant will begin its operation in March 2012 and will have the annual output of 300,000 cubic meters - the largest capacity for a single plant in Asia. VRG Dongwha will equip the plant with the latest and advanced equipment from Germany, Sweden and Finland to make it an eco-friendly, cutting-edge facility. A chemical plant will also be built next to the MDF plant to procure chemical materials in a bid to maximize competitiveness in terms of price and products.



Becoming an Industry Leader with a Strong Partner

With the construction of the VRG Dongwha MDF plant in Vietnam, Dongwha Enterprise aims to strengthen its position as Asia's number-one company in terms of wood processing. Dongwha will also be able to expand the number of its MDF plants to nine both at home and abroad, raise its annual production capacity to 1.43 million cubic meters, and stabilize its operations in Vietnam through its partnership with VRG, which has the largest plantations in Vietnam. VRG was founded in 1975 and is entirely owned by the state. With its annual sales amounting to one trillion won, the company seeks to effectively utilize rubber trees, which are Vietnam's largest national resource. Dongwha hopes that the combination of Dongwha's eco-friendly manufacturing technologies and Vietnam's abundant raw materials will create a synergistic effect. 🌱





“Building Dongwha’s Future with Your Passion”



In business management, talented people are the key factors in determining the future of a company. Each company has its own definition of “talented people.” For Dongwha, talented individuals are strong-willed people who are not afraid to take on challenges and create customer value based on innovative thinking. They are also equipped with skills that make them competitive in the global community.

In order to unearth people with big potential, Dongwha launched the “Global Internship Program for College Students” for the first time this year. The five-week program enables interns to learn about Dongwha and its operations by taking part on real work sites in Korea and abroad. The program has helped interns better understand Dongwha by interacting with Dongwha’s employees. Here is a story of one intern who took part in the program.

Fairy Tale-like Story that Changed Malaysia

By Kim Jin (Intern, PR Team)

When I arrived in Malaysia, I was greeted by coconut and palm trees looking exactly as those growing on Jeju Island. I began to wonder why Dongwha chose this country, which uses most of its land for industrial plants. I wondered if Dongwha was filled with anticipation and ambition or was overcome with fear often felt when you find yourself in a foreign land.

After gazing at tropical rainforests for about an hour through the window of the car, a whole new view came into my sight. I could feel the vibrant energy of Kuala Lumpur as I saw the Twin Towers, the KL Tower, skyscrapers with the names of global companies, heavy traffic and pedestrians walking busily on the street. A single look at Kuala Lumpur showed me how fast Malaysia was changing.



I have spent the past two weeks taking part in on-site duties in Korea after joining Dongwha’s “Global Internship Program for College Students.” Now, it was time for me to learn more about Dongwha at its factories in Malaysia.

The next day, we headed to Penang, Malaysia’s second largest city. Penang is an island surrounded by beautiful beaches and has world-class hotels. It is also home to two big plants that Dongwha has acquired -- Merbok and Kulim. The Kulim plant is a leader in

Malaysia’s MDF market while the Merbok plant targets Middle Eastern countries, including Syria, Saudi Arabia and Iraq. The Merbok plant accounts for 70 percent of Dongwha Malaysia’s profits.

Our mission during our two-week stay in Malaysia was to find a subject for research while visiting both plants. We did not have much knowledge given that it had been only two weeks since we became interns. But we were determined to make an impression. We met with marketing officials of both plants and held in-depth interviews and dined with the staff. We also accompanied them on fishing trips and as a result became sunburned at the end of our two-week stay. The employees of Dongwha Malaysia were much prouder of their jobs than we had expected and I think that’s why they worked so hard and happily. Their vigor and pride deeply moved and motivated me.

After a string of interviews, my co-interns and I decided on the theme of our research - ‘Dongwha Malaysia’s Branding.’ Though Dongwha has established a strong presence overseas, including Vietnam, Malaysia, the Middle East, Australia and New Zealand, we felt that Dongwha needed a key word that would appeal to people around the world. After much deliberation, we came up with ‘two strategies’: the ‘Packet Strategy’ and the ‘Package Strategy.’ The Packet Strategy is about promoting the image of Dongwha using its ‘two-tree’ symbol rather than just its name. The campaign for implementing the strategy is called “Plant Trees!” The Package Strategy, for its part, is a sales strategy aimed at producing and selling products such as MDPs, PBs and LMPs.

Although our presentation was not like the ones given by experts, Dongwha Malaysia employees gave us their support with encouraging words. I truly enjoyed my trip to Malaysia not because of paragliding in Penang or the delicious seafood but because of the warm hearts of the Dongwha Malaysia employees, who welcomed us with open arms like their family. After the trip, I decided to entitle my article, “Malaysia’s Fairy Tale-like Story that Has Changed Me.” I would like to express my deepest gratitude to Dongwha for giving me the opportunity to share my story. Dongwha Boleh! 🌿



QA Officer (DCM)

A photograph of a man with a mustache, wearing a green polo shirt, sitting at a desk. On the desk is a vase with yellow and white flowers. The background shows a wooden partition and a clock on the wall. The photo is framed with a hand-drawn border. To the left of the photo are two hand-drawn icons: a calendar and a notepad.

Let's enter into the Malaysian culture.

How much do you know about Malaysia? Learning about Malaysia's national religion, Islam, can help Dongwha bolster its ties with Malaysia and become a genuinely global company. Let's learn more about this country by taking a look at Ramadan, which is the biggest Islamic holiday, and the Hari Raya Festival, which is held after Ramadan.

In Malaysia people consider Ramadan, or the ninth month of the Islamic calendar, as the most sacred month. During Ramadan, they fast and self-reflect. They have breakfast before 6 a.m. and don't eat anything until sunset. They also abstain from all physical desires, including eating, smoking and sex, from sunrise until 7:30 p.m.

Once Ramadan is over, Hari Raya begins. On the morning of the festival, men head to mosques to pray, while women prepare food, clean and decorate their houses for guests. Hari Raya begins with all family members gathering for a bountiful breakfast.

Here are some more details on Ramadan and Hari Raya provided by Dongwha employees based in Malaysia.



Khairuddin b. Ahmad Jamaluddin, QA Officer (DCM)

My family and I celebrate Hari Raya moderately. Usually my family will go back to hometown in Kuala Kangsar where our relatives also gather there. Some of "kuih raya" (Hari Raya biscuits) are made by my mother and some are bought. Traditional cuisine like lemang, rendang is made by grandmother.

I am the first child from 3 brothers and all of us will prepare our "baju raya" (new clothes wore during Hari Raya). Other preparations before Hari Raya are prepared by our mother.

Every year, we will go to the nearby Sungai Petani town, where since 10 days before Hari Raya, there will be a lot of stalls selling "kuih raya" and "baju raya" at low price especially during the night before Hari Raya.

The last 7 nights before Hari Raya, we will put up lights around the house. This will set the mood for the Hari Raya festival which is just a few days away. The night before Hari Raya, I will make BBQ party and invite all my friends and neighbors.



Roslinah Talib, Manager (Accounting)

Since I am staying with my parents, I spend Hari Raya with all my family at home and my siblings and relative will visit our house.

I had prepared three "baju raya" for me as well as for the kids. For "kuih raya", usually I will just buy the readymade biscuits in 3 to 4 types but in the end they will turn into 12 types of cookies since my siblings will bring home some cookies too! Out of all cookies, the must-have "kuih raya" in our home is "tart nenas" (pineapple tart).

On the first day of Hari Raya, I will wake up early in the morning to prepare food like "rendang", "ketupat", "lemang" and "dendeng daging". On the first day of Hari Raya, I will wake up early in the morning to prepare food. After that I will eat lightly before going to mosque for Hari Raya prayer. If there are no guests coming to our home yet, we will visit graveyard of our grandparents and relatives.

After that I will eat lightly before going to mosque for Hari Raya prayer. If there are no guests coming to our home yet, we will visit graveyard of our grandparents and relatives.

We don't actually have open house during Hari Raya as our home is always opened to any guests. Every year I will allocate a lot of "duit raya" since I have a lot of nephews and nieces.



Noor Kidin, Dispatch Clerk (Production Planning)



Me and my wife's hometown are very near so usually on the first day we will go back to my mother's house and so do my siblings. Preparations for Hari Raya are made by my wife. On the night before Hari Raya, we will do BBQ parties among our family and friends.

Hari Raya on 2003 was a sad Hari Raya for my family because my father died on that year during the early Ramadhan.

Usually during Hari Raya, we will serve guests with noodle soup, ketupat and lemang.

Sarojani, MRD Officer



During Hari Raya holiday, I will take this opportunity to go back to parents' house. In the evening, I will go my friend's open house with my two kids and my husband who is also working in Dongwha, after his work shift. My husband will usually work during Hari Raya.

I love Malay special delicacies on Hari Raya such as especially dodol besides kuih raya, ketupat and rendang. I will give "duit raya" (money usually given to kids during hari raya) to my friends' kids when I go to their house or when they come to bring "kuih raya" for me.

Norafizah Hassan, Executive(Reward and HRIS)

Since my husband is the only child in his family, we will celebrate Hari Raya at his house but the night before Hari Raya, we will go to my family's house.

"Baju raya" will be prepared usually two months before Hari Raya and "kuih raya" will made by my mother in law and some are bought. I have special budget for "duit raya" for my nephew and nieces and the amount will depend on their age. The elders will get more.

In the morning of Hari Raya, I will be the only one who left at the house to prepare the food while everybody goes to mosque to perform Hari Raya prayer. During Hari Raya, the house will be 'crammed' by all relatives until we have to find our own space to sleep at night including verandah and kitchen!

This year's Hari Raya will be less merry for our family since my mother is suffering from pneumonia.



Life & Culture

Story 5.

“가.”

가

中

DW Travel |

“It’s great to be able to spend quality time with my coworkers and their families.”
Dongwha employees and their families had a whale of a time on Mallipo Beach all night long, where they beat the heat and made special memories.

DW Travel | Enjoying the summer with Dongwha



Green Donghwa Fun! Fun!! Summer Vacation

Lee Chang-soo (Manager, Marketing Planning Team, Dongwha Enterprise)

가 ~ ! 가 , ㅎㅎㅎ

My family and I went to Geoje Island for our summer vacation. Joo-won had a wonderful time with his cousins at the beach. I could see how happy he was with the wide grin on his face.



2
Park Kwang-seok (Technical Manager, Quality Control 2 Team, Dongwha Nature Flooring)

! ~ !
4 !
Here we are at Mallipo Beach. Here is my family trying to catch clams. After spending a whole day at the beach, we went on an exciting ride on a four-wheel bicycle.

Park In-cheol (CFO, Business Planning Division, Dongwha Holdings)

! 가 ?
! ?
We went to Mount Halla for the summer. This is one of the photos we took during our trip. I think I am most photogenic in the group. Don't you agree?



Kim Ji-hoon (Assistant Manager, Sales Planning & Management Team, Dongwha Enterprise)

가
가
^^

I went to Shanghai for my summer vacation. I thought it'd be hotter there than in Korea but it turned out to be the hottest place I've even visited. Here's a photo of me sweating all over but looking happy in a small boat for tourists.



Seo Young-bae (PB Factory, Dongwha Enterprise)

가
가
가
~ ^^*
^^
가

My family and I went to Mallipo Beach. My wife and I spent most of our time in the water while our daughter, Yeon-ji, was busy doing something on the beach. When I went to see what she was doing after she had called for me, I saw that she was trying to catch a small fish. I took this photo of her where she looks thrilled about catching the fish. I should take her fishing when she grows up.

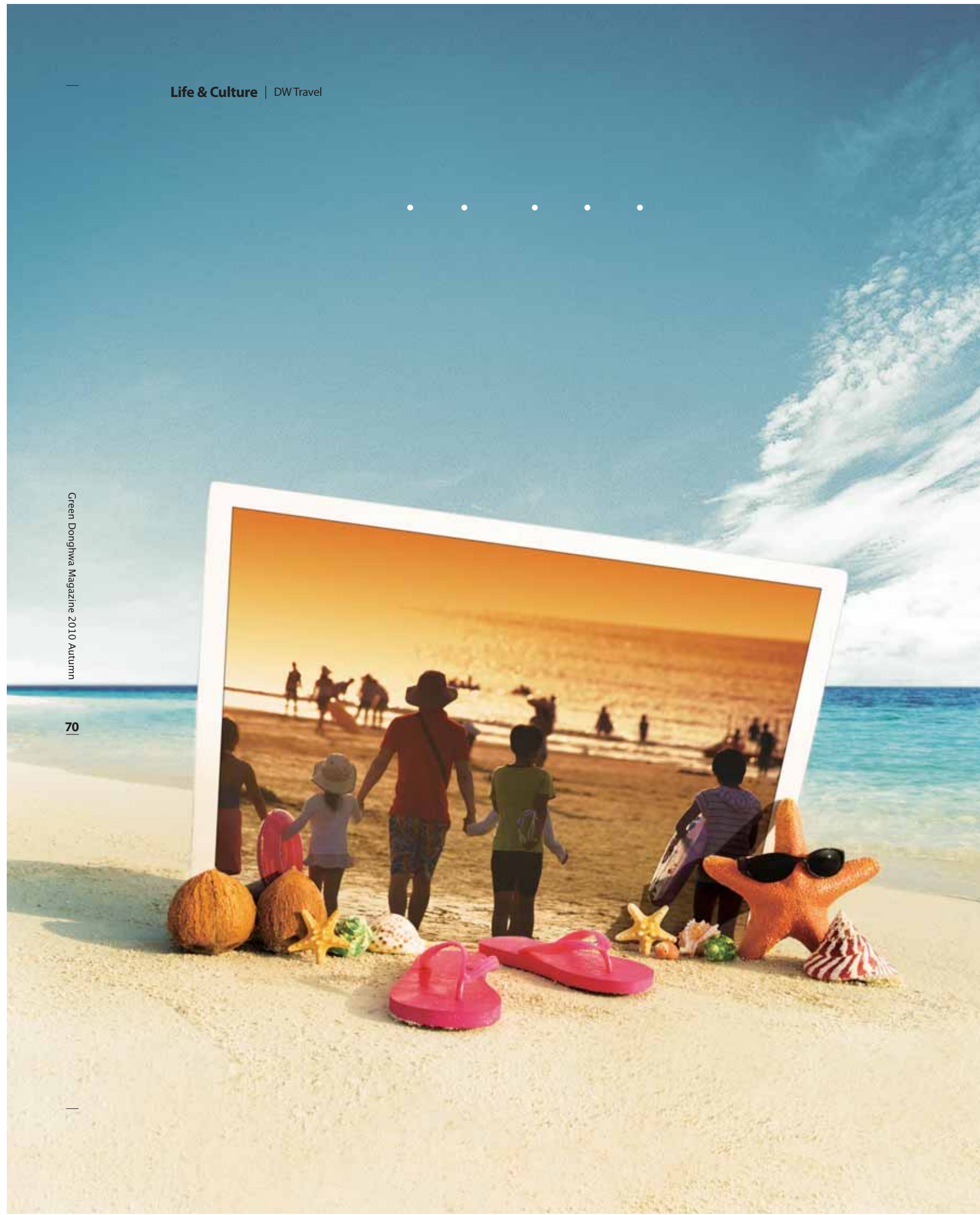


Park Jong-won (Assistant Manager, Organization Development Team, Dongwha Holdings)

가 !
가
가
? ㅎㅎ
^^

I spent my summer in Jeju Island with my coworkers Kim In-soo (Assistant Manager, Logistics Team, Dongwha Enterprise) and Kim Han-sang (Assistant Manager, Procurement Team, Dongwha Nature Flooring). We had an unforgettable time with our families.





1.
2. 가
3.
4·5. 가



가 가
가 가

가 8 5 , 가 가
“ ? ” “ ~ ”
“ ! ? ”
가 가 , 가
“ 가 . 1 ? ”
가 가 가
가 가
“ 가 ! ”
가 가
“ 가 ”
가 가



Enjoying the Summer with Dongwha



Dongwha employees smiled happily when they arrived at Mallipo Beach in Taeon, South Chungcheong Province - their vacation spot for this summer.

On a sultry day on August 5, we met with the family of Park Han-jin (Team Management, Management Support Team, Dongwha Nature Flooring) at Mallipo Beach. Despite the heat, Park Han-jin and his family were excited.

“I don’t think it’s that hot. It’s cooler here than in valleys. Yay!”

Park Han-jin and his two sons, Se-joon and Se-ho, began to play in the water. The two boys started to build a sand castle and shouted with excitement when they caught a crab that was hiding in the sand.

“Look, Dad! It’s a crab, right?”

Mr. Park’s wife, Kim Jeong-ah, also wore a big smile.

“I’m so glad the boys are having a good time,” she said.

Mr. Park’s second son, Se-ho, jumped with joy walking along the beach with his parents. He also put his arms round his parents’ shoulders to show how much he loves them. Mr. Park meditated gazing at the waves.

“I wish Dongwha had a vacation spot year-round and not only during the summer.”



The Mallipo Beach served as the summer vacation spot for 880 family members of 219 Dongwha employees from July 28 to August 12.

Shim Hyun-jeoung, who works at Dongwha Enterprise’s Logistics Team, also visited Mallipo Beach with his family. His sons lost track of time as they played with water guns. Mr. Shim and his wife, Park Sung-soon, joined their excited sons by pushing their tubes.

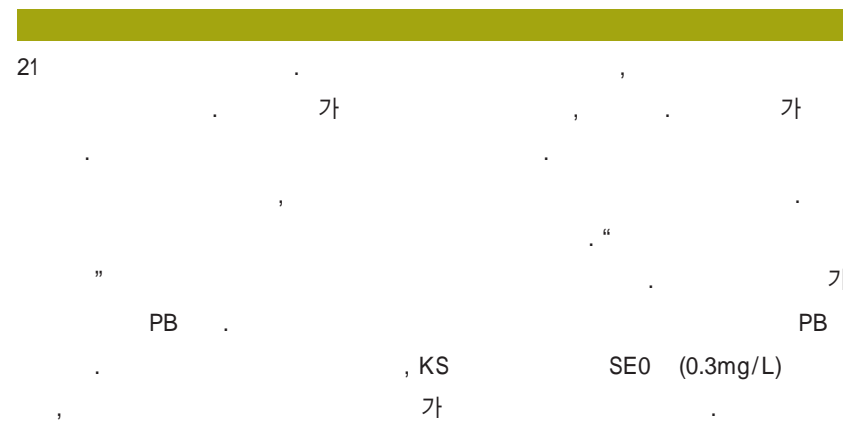
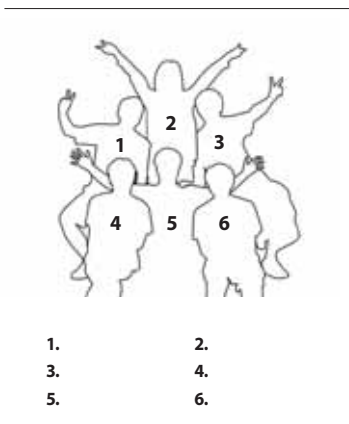
“My favorite thing in the whole word is hamburgers. But now my favorite thing is playing in the water. You’re the best, Dad!” said Shim Hyun-jeoung second son, Chan-hee.

While spending time with his family, Shim Hyun Jeoung looked forward to the evening when he would have dinner with his coworkers.

“It’s great to be able to spend quality time with my coworkers and their families.”

Dongwha employees and their families had a whale of a time on Mallipo Beach all night long, where they beat the heat and made special memories. 🌿





Global Top Class

Category	Percentage
Lab	46%
OJT 3	39%
OJT 2	14%
OJT 1	1%

1+1 2가



Dongwha Greenchem's Board R&D Team

Designing Customers' Well-being with Eco-Friendly Boards



Providing the Best to Customers

The 21st century is the era of greenomics. The worldwide trend of green living has become an essential part of people's lives. Human beings are truly healthy and happy only when they become closer to nature. Dongwha Greenchem strives to create a world where all customers are happy.

Dongwha Greenchem's Board R&D Team develops boards using wood and chemical raw materials. By conducting multiple tests, the team aims to design more competitive products. Working under the motto, "Providing the best to customers," the team focuses its research efforts on the future rather than the present. Its efforts have led to the development of eco-friendly particle boards (PB). The team has recently developed particle boards that emit even less formaldehyde than the boards of grade E0. The team has applied for a patent.



A Top-Class Team Equipped with Pride

Dongwha Greenchem's Board R&D Team was able to develop eco-friendly boards thanks to its members' relentless efforts and passion. The team's leader, Shin Yoon-cheol, says proudly that his team is "perfect." It consists of Mr. Shin, who fosters the team's expertise and gives members autonomy; Manager Lee Jong-seok, who is revered for his thoroughness; Assistant Manager Kim Dae-hyun, who says he is obsessed with research into MDF raw materials; the rookie member Paek Joo-yeon, who is learning the ropes fast after having finished her OJT three months ago; Lim Yong-hwan, who is a master of synthesis and analysis; and the technicians Yang Jin-ho, who is proficient in production technologies, Lee Kyu-seop, who communicates with resin plants,

and Jang Sung-dong, who is the key figure in terms of lab data.

Mr. Shin says the team's strength lies in its diversity. The fact that the team comprises various positions contributes to raising its work efficiency. It also motivates members to work hard, as junior employees are often inspired by their superiors. Because the team includes both researchers and technicians, research efforts are carried out more actively. But the biggest strength of the team by far is its strong pride in the fact that its products are produced and sold in markets. That's also what motivates the team to develop new ideas.

One Plus One Equals Infinity

Dongwha Greenchem's Board R&D Team gathered for a workshop in Incheon in mid-July to renew its commitment for the second half of the year. During the workshop, the team members reviewed their results in the first half of the year and discussed goals for the remainder of the year. The team leader, Mr. Shin, was elated when he heard his team members say that the workshop was the best thus far.

This year, the team has focused its efforts on enhancing its members' skills, because work processes become easier with expertise. To this end, the team boosted exchanges among its members by promoting collaboration between junior and senior members so that the latter can pass down their expertise. Work expertise helps a team not only expand the scope of its abilities but also raises its work efficiency. It is imperative for the Board Research Team to be equipped with diverse skills, because it plays the role of a bridgehead between board plants and chemical plants. The team must also possess outstanding research skills and stay in the loop of developments taking place on work sites. That's how all team members can acquire expertise in many areas.

An organization that "breathes" in unison grows fast. The expertise of each team member goes beyond enhancing an individual's capability; it raises the synergistic effect of the team. One plus one equals not two but infinity, as is evident from Dongwha Greenchem's Board R&D Team, which dreams of creating a better world. 🌱

가 ,

Mom’s Pizza Party



가 . “ !” 가 . 가 , , . “ , , ” 가 “ ! ~” 가 가 . “ 가 ” 가 . () 가 . “ 가 ?” .



The lucky winner of the latest Viva Family event was Kim Min-joon, the son of Baek Jung-won (Manager, Strategic Procurement Team, Dongwha Holdings). Min-joon received a surprise pizza party from his mother. When Ms. Paek stepped into Min-joon’s kindergarten, Min-joon shouted, “Mommy!” with great joy and gave her a big hug. He loved the pretty dress his mother was wearing. Min-joon and his friends gorged on pizza with fondue cheese, biscuits and chocolate cookies. Min-joon was ecstatic as he ate pizza with his friends. “Mom, this is delicious!” After eating the pizza, Min-joon imitated his favorite TV characters, the Power Rangers. Both Ms. Paek and her husband, Kim Hyeong-kyu, were delighted to see their son having a good time. “Min-joon loves this party. I think Dongwha’s Viva Family is great.” With a smile, Mr. Kim said he suggested to his company, Handok Pharmaceuticals, that it too organize an event similar to Viva Family. Ms. Paek’s family lost track of time watching their son having fun. “Mommy loves you very much,” whispered Baek Jung-won to Min-joon, who was in his dad’s arms.

가 , 가 , 7 가 , 9 가 6 , 가 ~” 가 가 , ~ 가 ! ? 2010 8 가

Dearest Min-joon,

This is my gift to you, my wonderful child. Thank you for being such a good boy and for understanding that both Mommy and Dad have to work.

It breaks my heart to see you wake up at 7 and go to Seong-ho’s before going to kindergarten because Mommy has to get to work early. I’m sorry that you have to stay in the kindergarten until 6 in the afternoon and have dinner at Seong-ho’s before going home.

My heart aches all the more when you tell me that you understand why Mommy has to work.

I wish I could’ve spent more time with you during your summer vacation. I’m sorry I wasn’t able to because of a deadline. But I hope you know that Mommy loves you very much.

I promise to spend more time with you, read to you, and take you to a pool. Let’s have a blast! Love you.

Mommy



우리 사보 **나눔동화**는 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 :

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

