

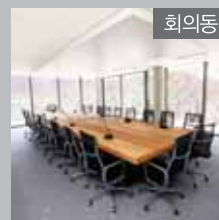
동화리더십센터에서는
남들과 다른,
조금 특별한 미래를
꿈꿀 수 있습니다



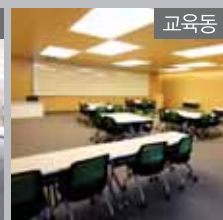
창의적 발산을 위한 Creative Premium Leadership Center

동화리더십센터는 혁신적이고 창의적인 인재 육성을 위한 프리미엄 리더십센터입니다.

북한강의 푸른 물결과 주변 자연 경관을 그대로 담아내는 동화리더십센터는 지성과 감성이 조화를 이룰 수 있는 곳에서 동료, 친구, 가족들과 함께 삶을 재충전하고 새로운 지식을 배울 수 있는 공간입니다.



회의동



교육동



식당동



숙소동

예약 및 문의

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동화리더십센터

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DONGWHA

Green Dongwha Magazine

4th 2013 Vol.161

그린동화

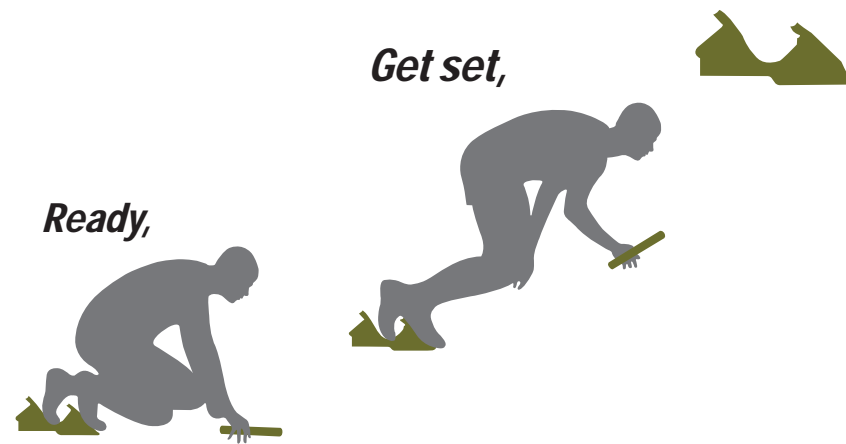
2013년 4월 4th 2013 Vol.161

Go!

가

Get set,

Ready,



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Global Dongwha

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Happiness

가

Trust

Respect for Talent

가

Change and Innovation

가

Integrity

AUTO AUCTION 2.0
새로운 자동차 경매의 시대가 열린다



신뢰에 전문성을
플러스

고객가치에
솔루션을
플러스



편리함에 편안함을
플러스

대한민국 자동차 경매의 새로운 기준, 엠파크 옥션 +

대한민국 No.1 자동차 매매단지를 성공적으로 오픈, 운영하고 있는 동화엠파크의 자동차 경매장이 5월 30일 오픈했습니다. 최신식 경매 시스템과 고품격 공간에서 최상의 맞춤 서비스를 통해 업그레이드된 자동차 경매를 만나세요.

출품·회원가입 문의
1544-4936
www.m-parkauktion.co.kr

수용규모
전시대수 1000대
현장참여 300명
(현장 외 원격 참여 가능)



경매 참여일
목요일 오후 1시



위 치
인천 서구 염곡로 149



48

Core Value

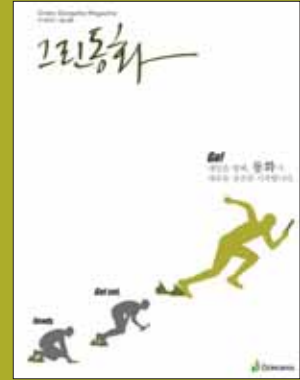
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Cover Story

2014년 4월호는 '행복한 학습'을 주제로, '행복한 학습'을 위한 다양한 방법과 '행복한 학습'을 위한 다양한 방법을 소개합니다.

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Life & Culture

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2013 4th vol.161 2014 1 14

53-2 ()







(www.dongwha.co.kr)

() P&I(02-795-3364)

() (02-511-9205)

We strive to become a globally recognized company that can compete on the global arena using our relentless spirit and creativity.

Global Dongwha

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가 가



가 !

가 가

가 (反面教師)

(青馬)

가 가 가

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(浮沈) ,

가 , 가

가 “Localization”

, ERP IT

(Governance)

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2014

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Pyungho Song

가 “ ”

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Global management from a new perspective

The year 2013 brought us much disappointment and despair as well as joy and hope. We posted a high current account deficit due to a series of unexpected accidents, the delays of major projects and mismanagement. Our hardships will likely continue this year as well. Nonetheless, we also proved our potential in 2013. Today I would like to take a look back on what we have been through together and make a new determination. Hardships make us stronger. We have learned a good lesson, and if we prepare for the future, the year 2014 will bring us success. To that end, I would like to propose the following.

Firstly, we must step up global management from a new perspective.

Last year we faced all kinds of difficulties in implementing global management. The doldrums at our Malaysian, Australian and New Zealand business sites helped us gain perspective on global management, while the success of our business site in Vietnam gave us hope and revealed our new potential. So far our business management has been inefficient and flawed because we tried to implement localization strategies without building a global management system first. That is why since the second half of 2013 we have been emphasizing the importance of doing our best to adopt our long-accumulated expertise at our overseas business sites by building a foundation using information technologies, such as the Green Net and ERP, and the global governance system that can connect our main office to overseas business sites more closely. We are also building a foundation for a “virtuous cycle” work system whereby our best personnel from Korea and abroad can take the lead at our over-

The Year of the Horse has begun. The horse symbolizes health, energy and prosperity. I wish all of you to make a big leap toward success in 2014. I wish your families health and good luck, and I hope that all your wishes will come true.

seas business sites. This year we must strengthen this foundation to provide our employees with more opportunities to work overseas, stabilize our existing operations and post a surplus.

Secondly, we must improve the profitability of our domestic operations.

Last year Dongwha switched its focus from a holding company to materials and automobiles. This was done to enhance our management efficiency and professionalism, maximize profits in the materials business, stabilize our auto business and promote all the related business areas. This year we must generate a synergistic effect among the Board, Construction Materials and Chemical business units by promoting collaboration among them, and build a revenue structure that can produce profits by cutting costs. As for the auto business, we must stabilize M-Park Auction Plus as soon as possible to generate profits, and expand our business operations to the M1 factory in a bid to advance into the capital market.

Thirdly, we must create a corporate culture with strong fundamentals.

In 2013 we had many dumbfounding incidents that ran counter to our principles. One of our overseas factories, Dongwha Timbers, is still struggling to avert deficit caused by flawed business strategies and mismanagement. And in Korea, our Nature House Business Unit posted a huge deficit as a result of unreasonable business goals and lack of management expertise. The HDF claims at our business site in Vietnam and the Construction Materials Business Unit and the losses inflicted by the fire at the 2nd MDF factory due to

the poor management of fire safety by the Board Business Unit are the examples of our failure to stick to the basics. All these incidents show that our business fundamentals are not strong enough. We must never let our guard down and make our fundamentals strong as we grow.

This year our priority is to stick to the basic principles. Every one of us must contribute to strengthening our fundamentals on a daily basis in order to help our corporate culture take firm root.

Dear members of the Dongwha family,

Ancient Greek gladiators always lived as if tomorrow would be the final day of their lives. They practiced using weapons that were twice as heavy, and mastered the most effective attacking techniques to prepare for the worst-case scenario. They lived their lives to the fullest in order to survive and become stronger. If we take an easier path and avoid hardships, our hope of a better tomorrow will vanish. But if we take on the challenges head-on, we can achieve our goals and produce stellar results in 2014.

In conclusion, I would like to thank all of you for your hard work and wish you health and prosperity in the New Year. I hope that we will spend this year without a single accident. Thank you.

January 2, 2014
Chairman Seung Myung-ho, Dongwha



2014

Dongwha marked the beginning of the year 2014 with a New Year ceremony, where the employees made new resolutions and set new goals. The event began with a national ceremony. Then Dongwha's newly appointed CEOs received their certificates of appointment. Dongwha Enterprise CEO Kim Hong-jin and Dongwha Vietnam CEO Chae Kwang-byeong were promoted to their new positions for their great contributions to Dongwha's development in Korea and abroad.

Dongwha's 2014 New Year Ceremony

Global Management Rooted in Harmony



Then Chairman Seung Myung-ho delivered a New Year speech, in which he called for stepping up global management and creating a corporate culture rooted in fundamental principles. At an ensuing New Year concert, which has become Dongwha's tradition, the company's new employees staged an impressive a cappella performance, which demonstrated their strong teamwork. They received a big round of applause from their coworkers. In conclusion, all of the employees shook hands and wished a happy New Year to one another. The young energy, passion and harmony that were shown at the ceremony by the new employees will be the driving force behind Dongwha members' endeavors to implement global management, produce stellar results and create a corporate culture with strong fundamentals. 🌱





Dongwha Group Shifts Business Focus to Materials and Autos



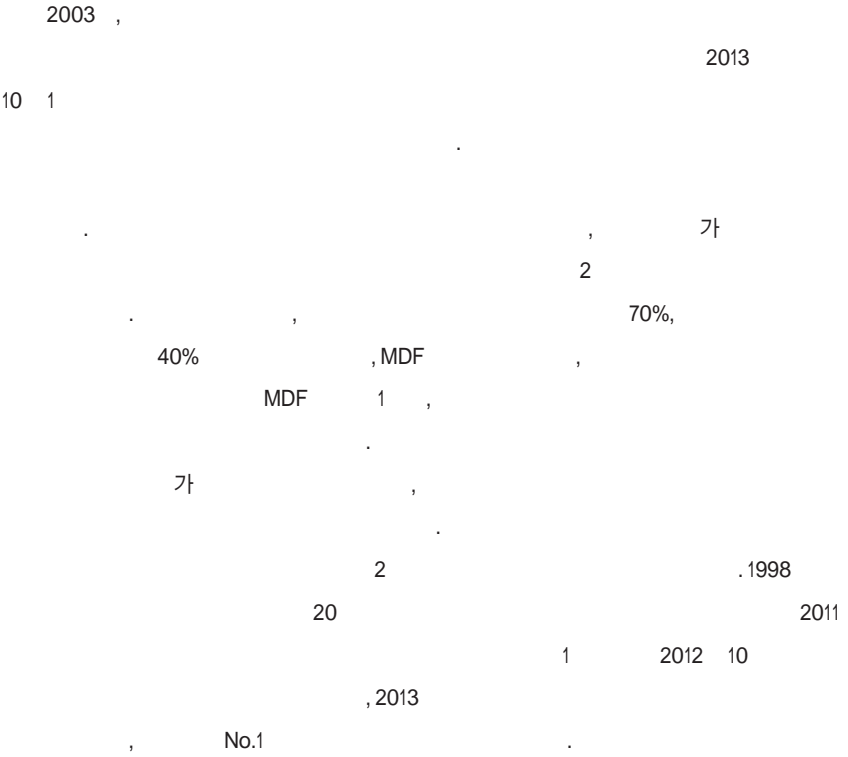
2013 65 100

2011

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In 2013 Dongwha marked the 65th anniversary of its founding. It was also the beginning of Dongwha’s new endeavor toward ensuring its survival over 100 years. The key words of the endeavor are “choice and concentration” and “stronger efficiency and professionalism”. Dongwha’s materials business was merged with Dongwha Enterprise’s Dongwha Nature Flooring brand and now it includes not only boards but also flooring materials, wall panels and chemicals. Dongwha M-Park, which was launched in 2011, has successfully stabilized its operations by opening the largest used car complex and auto export complex in Korea. This year it also launched the used car auction M-Park Auction Plus.



In 2003 Dongwha became a holding company in a bid to diversify its business areas and enhance corporate governance

DONGWHA 기업구조도



transparency. But in October 2013 it restructured its business with the focus on materials and autos to promote its new growth engine and synergize its materials business. Through the latest restructuring, Dongwha is poised to focus on its core business areas and strengthen the foundation of sustainable growth. The materials business will be overseen entirely by Dongwha Enterprise to maximize management efficiency, while the automotive business will be nurtured as Dongwha's second core business area through professional management and reputation building.

Currently Dongwha manufactures about 70 percent of all particle boards in Korea and 40 percent of laminate flooring. It is also the largest producers of MDFs in Asia, as it has MDF factories in Malaysia and Vietnam. Dongwha Enterprise is determined to become a leading timber company in the world through vertical integration. By integrating its business resources, the company plans to significantly cut costs and generate impressive synergistic effects in each of its business areas, which in turn will enable it to invest in the global market and further expand its business presence.

As a result of the latest business restructuring, Dongwha's auto business became its second core business area. Dongwha M-Park, which was launched in 2011 to target the used car market, which is estimated at 20 trillion won, posted operating income surplus just a year after its opening. In 2013 it launched M-Park Auction Plus to become the nation's top auto cluster.



Goodbye, 2013!

1



Goodbye, 2013!

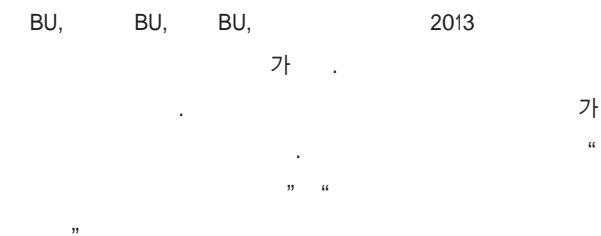
For a Better Tomorrow

In December 2013 Dongwha held the final Open Agora of the year. All the employees took time to look back on the year behind and made new determinations for the year ahead.

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2014 , 2013 !

Goodbye, 2013!

Before the Open Agora, the employees gathered at the auditorium of the Dongwha headquarters in Incheon and cast their votes for the comic characters that look like their executives. As soon as the event began, the company's new employees and newly assigned employees received their certificates of appointment, which further boosted their pride in their workplace. Then awards were given out to those who achieved the best monthly results. One of them was Jo Jeong-in from Dongwha Enterprise's Design Team. He said he is determined to continue doing his best. Each of Dongwha's divisions reported its business results. They all looked determined to deliver even better results in 2014. Good job, 2013!



1 '2014. !

Let's achieve our goals in 2014!
Team leaders shouting goals in
unison
2 '가 !'
Find! the most resemble caricatures

Dongwha members' unswerving spirit

The Board BU, Construction Materials BU, Chemical BU and Dongwha M-Park reported their business results for 2013 and outlined their plans for 2014. The heads of each of Dongwha's business units reiterated their strong determination to achieve higher goals. If Dongwha members keep doing their best, Dongwha will easily attain higher goals in the global market. Chairman Seung Myung-ho said he is proud of the challenging and unswerving spirit of the Dongwha members. He vowed to make Dongwha stronger through progressive and gradual reforms to ensure its growth. 🌱





Merbok

Dongwha Malaysia’s Merbok Factory

The Power of Turning Crisis into Opportunity

Dongwha is a global player with a presence in various parts of the world. One of its strongholds is Dongwha Malaysia’s Merbok factory, where employees know how to turn a crisis into an opportunity.



Teamwork built on open communication

Merbok is a small, serene town located in the northern part of Malaysia. The name “Merbok” means “Pigeon”. In 2006 Dongwha acquired an MDF factory there and still operates it. The factory has been posting stellar results every year thanks to its superb technologies. It consists of the Production, Engineering and Quality Control teams and has emerged as a hub of MDF manufacturing. One of its biggest advantages is strong teamwork based on smooth communication. All of the employees are like one big family. They are reliable coworkers and close friends. They believe that this is the best way to achieve “Happiness” - one of Dongwha’s core values. They say that by communicating with one another they become happier. However, instead of accepting the harsh reality, they found hope.





“Merbok Boleh!”
Dongwha employees
of Merbok factory
found happiness
in work through
communication.

! Merbok
Merbok 2014
가
가. Merbok
2014

New challenges in 2014

Each team at the Merbok factory has set new goals for 2014. The Quality Control Team will focus on improving quality, the Production Team on raising the production rate, and the Engineering Team on equipment inspection and maintenance. This may sound quite simple, but sticking to the basics is the most difficult part in everything. The Merbok factory's goal for 2014 is none other than sticking to the basics.🌱

Merbok 2011
Merbok 가
Merbok
Merbok
2013 Merbok 가
90%, 101% 18% Merbok
“Merbok Boleh”, “Merbok 가
Merbok

“Merbok Boleh!”

Merbok

Facing the crisis with courage

Like any other workplace, the Merbok factory has been through many ups and downs. In 2011, when many companies were hit hard by the global economic crisis, employees at the Merbok factory also had a hard time. Cost reduction was inevitable, so they had to suspend the operation of two of the factory's production lines. The more challenging it was, the harder they worked, helping one another. Thanks to their arduous efforts, the Merbok factory was able to deliver even better results than ever, which served as a motivation for the entire Dongwha Malaysia. In 2013 the Merbok factory raised its operation rate to the record-high level of 90 percent while its production rate surged to 101 percent and its manufacturing costs decreased 18 percent. The factory employees say they were able to achieve this feat thanks to their slogan “Merbok Boleh”, or “Merbok can do it”. They always pull together to overcome hardships and encourage one another.



Mini Interview



Merbok MR. ABDUL RAZAK BIN KASMIN < >
Merbok ?
1994 2006 MDF 2006 가
Nilai Merbok
Merbok 가 가 가 ?
가
가
Merbok
가

How long have you worked at the Merbok factory?

I made MDFs here from 1994 to 2006. In 2006, when Dongwha acquired the factory I was hired by Dongwha, and after working at the Nilai factory I joined the Merbok factory again.

What values does the Merbok factory emphasize?

We emphasize two values. *The first one is close communication.* When it's hard, we try to communicate more with our employees and work together. We have learned that when we're close, our work efficiency improves. *The second value is continuous process monitoring.* We never stop researching the market to find out what kinds of products consumers want rather than making products that we like.

What are the advantages of each of your teams?

The Production Team has its own technological expertise. *It's a very dynamic and enthusiastic team of talented people.* The Engineering Team works like clockwork using monitoring techniques, while the Quality Control Team constantly strives to perfect quality.

Dongwha's new design package



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Dongwha renewed the employees' business cards, its Web site and company introduction materials in line with its corporate restructuring. All business cards were redesigned, while the Web site content and company introduction were updated accordingly. Employees' business cards are available in two designs. They emphasize Dongwha's corporate identity. The Web site and company introduction emphasize the importance of communication based on trust and efficiency.

M-Park Auction Plus Launches Weekly Auctions



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After its opening in May last year, M-Park Auction Plus held used-car auctions every other week. But since last September it has been holding them on a weekly basis. Three months after its launch the company held auctions on a bi-weekly basis to stabilize its management system, but as more cars were auctioned off at higher prices, the company decided to hold auctions weekly. The weekly auctions are expected to help raise the number of auctioned cars, enhance members' satisfaction and stabilize the company's operations. As part of its marketing efforts, M-Park Auction Plus is also offering commission exemptions to customers who put their used cars up for auction.

2013 5S TOP
5S TOP Evaluations of 2013



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5S(
가가
5S
5S TOP

In November last year all of Dongwha's business sites held 5S evaluations. The company's executives from Korea toured Dongwha Enterprise and Dongwha M-Park to check their 5S activities and safety. Chairman Seung Myung-ho encouraged the employees to proactively carry out the 5S activities and promised them support and rewards.

Sales Academy
Dongwha Enterprise's Sale Academy



9 45
2013 Sales
Academy 2
Junior 3 Senior
KS
2013 '가

Dongwha Enterprise held the 2013 Sale Academy last September for 45 employees tasked with board and flooring sales to help them hone their skills and achieve business goals. The training was held separately for low- and high-ranking employees, with each session lasting one day. The participants learned about sales standards and bond management, and received certifications attesting to their completion of the course.

3
Leadership Academy
3rd Leadership Academy for Training
Strategic Leaders



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3 Leadership Academy가 . 11 20
21 Leadership
Academy IDP
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72 가 Leadership Academy
가 2013
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On November 20-21 Dongwha held the 3rd Leadership Academy in bid to maximize its organizational capacity and synergistic effects. It was carried out as part of the company’s efforts to foster employees’ individual IDP and result management skills. Two previous sessions were held in April and July 2013. At the third session the participants reviewed their performance. A total of 72 employees of team manager rank and higher received the training. They carried out year-end evaluations and set goals for 2014. They all agreed on the importance of becoming leaders who can communicate well with their teams.

S.T.A.R
S.T.A.R Communication Camp



11 , 4 250
S.T.A.R 가
. Smart follower, Task management, Achievement,
Relationship S.T.A.R
, 1 2

In November 2013 the S.T.A.R Communication Camp was held at the Dongwha Leadership Center for some 250 employees. The name of the camp refers to “Smart follower”, “Task management”, “Achievement” and “Relationship”. The camp consisted of four parts, with each part lasting two days. The employees learned how to lead their teams in a more proactive way in order to achieve their common goals.

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(車車)
Dongwha M-Park Produces
Educational Video for Customers



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(車車)
2012 1
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(車車)
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Dongwha M-Park produced video materials for consumers in a bid to enhance transparency in the used car market and strengthen its reputation as a market leader. In order to change the public perception of used car transactions, in 2012 the company held online and offline events and produced webtoons, but in 2013 it posted fun and easy-to-understand video materials on its Web site to prevent fraudulent transactions and earn customer trust. Dongwha M-Park plans to publicize the video materials on blogs and through online events, and will carry out the campaign through strategic marketing.

MBA 1
1st Dongwha MBA Course
Completion



MBA가 1
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MBA
, 28 1

The first MBA course provided by Dongwha was completed successfully. Its goal was to nurture leaders who can respond to changes in the global business climate and help Dongwha grow in terms of quantity and quality. The 12-week course began in September 2013. Lectures were taught by professors from top Korean universities every Tuesday at the Yeouido headquarters. They consisted of business theory and success stories. Twenty-eight Dongwha employees completed the course.

F.L.Y. (Find value, Learn
dongwha, Your pride)
New employees receive F.L.Y.
training



12
F.L.Y. . 4
F.L.Y.
가
(FLY)

In December 2013 new employees received F.L.Y. which helped them adapt faster to their new workplace. The F.L.Y. training included education about Dongwha's history, products and core values, as well as a rice cake making event, which was aimed at setting future goals. The trainees were congratulated on their successful adaptation to their work duties.

Rookie Camp for H2 2013
New Employees



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3 4
1 6
Change!
Challenge! Chance!

The Rookie Camp for new employees of the second half of 2013 was held for four days and three nights for college graduates who landed jobs at Dongwha. They learned how to implement Dongwha's core values and hone their business skills. The training will continue for one and a half years more to help the new employees make a transition from former college students to working people, take on new challenges and contribute to building a better future for their company.

SOC SO
SOC SO AWARENESS TALK



SOC SO AWARENESS TALK
: 2013 11 27 (Merbok), 11 28 (Nilai),
12 10 (Kulim)
: Social Security Organization (SOC SO)
:

- To give a talk on SOC SO Scheme for better understanding
- To improve in safety awareness is a vital part in minimizing accidents in our work area

*SOC SO :

EPF TALK



EPF TALK
: 2013 12 3 (Nilai), 12 12 (Kulim),
12 17 (Merbok)
: EPF (
)
가

- To raise awareness and knowledge in retirement planning
- Sharing tips in generating additional income to prepare for retirement
- Help employees from private sector save a fraction of their salary in a lifetime banking scheme

DONGWHA IN MEDIA



통권 161호

발행인 승명호

발행일 2014년 1월 14일

매뉴데이

2013년 10월 11일 금요일 015면 산업

친환경바람 타고 쑥쑥크는 나무벽재 시장

마루업체 제품출시 잇따라
동화기업 디자인월 대표적
시장 1위 '타일'에 도전장



동화기업의 나무벽재 '디자인월'을 시공한 모습.

나무벽재가 벽면장식재(이하 벽재)시장 1위 타일에 도전장을 내밀었다. 최근 늘어나는 친환경인테리어 수요를 등에 업은 나무벽재가 타일의 시장점유율을 얼마나 빼앗을지 관심이 쏠린다.

10일 관련업계에 따르면 국내 벽재시장은 연간 2조원 규모로 추산되며 타일이 약 3천억의 시장점유율로 1위를 달리고 있다. 건축용케임브라 시장점유율 25%로 2위를 차지하고 벽지가 20%, 인테리얼벽 종이 19%로 뒤를 잇는다. 월드글로벌은 주거용과 상업용이 확대의 비효율 양분했다.

동화기업의 '디자인월'은 나무벽재의 대표주자다. 동화기업은 바다재로 쓰이는 마루를 벽재로도 활용하는 아이디어를 바탕으로 2007년 국내 최초로 나무벽재를 출시했다. 동화기업 관계자는 "시장 초기라 아직 나무벽재가 벽재시장에서 차지하는 비중은 크지 않지만 내부적으로는 디자인월의 매출이 매년 두자릿수의 증가율을 보이며 성장하고

아름다운 친환경인테리어 추세에 따라 다소 비싸더라도 품에 품은 건축자재를 찾는 수요가 늘어난 점도 나무벽재에는 호재가 된다.

나무벽재는 유해물질로 꼽히는 포름알데히드의 방산량이 1㎡당 0.5㎍ 이하인 E0급 목재용 사용, 재질중후군 등 각종 환경성질항을 유발할 가능성이 낮은 건축자재로 꼽힌다. 친환경목재의 등급은 KS 기준으로 포름알데히드 방산량에 따라 크게 SE0, E1, E2 등 총 4단계로 구분된다.

이들 기업은 '디자인월'을 출시한 후 경쟁 마루업체들도 잇따라 나무벽재를 출시하고 있다.

한솔홈데코는 2011년 나무벽재 '스토라'를 내놓고 구경아무는 물론 '구경아무는'을 선보이며 벽재사업에 본격적으로 뛰어들었다. 이를 위해 서울 강남 논현동에 아틀란티스 문서를 연 구경아무는 바다재와 벽재로 동시에 사용이 가능한 나무벽재 '해시랑'을 선보였다.

이처럼 마루업체들이 나무벽재사업에 뛰어들고 있는 이유는 관련시장의 높은 성장가능성 때문이다. 친환경과 바다, 편의 벽으로 둘러싸인 공간에서 인테리어의 가장 많은 역할을 차지하는 곳이 바로 벽이다. 때문에 벽재는 '구도의 경제'를 창출하기 좋은 건축자재라는 판단이다.

신아름 기자 peul@

아시아경제

2013년 11월 11일 월요일 015면 산업

동화기업, 친환경 생산으로 온실가스 줄인다

아산공장서 병커C유 등 화석연료 사용 안 해

복합재재 전량업체 동화기업(이하 동화)은 아산(이하 아산)에서 생산하는 온실가스 감축에 나선다. 11월 업계에 따르면 동화기업과 계열사 대상목재사업은 정부의 온실가스-에너지 목표관리제에 따라 최근 환경부로부터 내년도 온실가스 감축 대상으로 선정됐다.

이는 대규모 온실가스 배출업체를 대상으로 온실가스 감축목표와 에너지 절약 목표를 부과하고 그 이행에 대해 온실가스 감축을 평가하는 제도다.

동화기업은 최근 온실가스 감축목표에 따라 아산(이하 아산)에서 생산하는 온실가스 감축목표에 대해 에너지 절약에 대해 온실가스 감축을 평가하는 제도다.

이처럼 아산(이하 아산)에서 생산하는 온실가스 감축목표에 대해 에너지 절약에 대해 온실가스 감축을 평가하는 제도다.



동화기업의 대표이사인 박지현 대표.

박지현 대표는 "온실가스 감축목표에 따라 아산(이하 아산)에서 생산하는 온실가스 감축목표에 대해 에너지 절약에 대해 온실가스 감축을 평가하는 제도다."

동화기업은 최근 온실가스 감축목표에 따라 아산(이하 아산)에서 생산하는 온실가스 감축목표에 대해 에너지 절약에 대해 온실가스 감축을 평가하는 제도다.

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이들 동화기업 전체 생산량(연 45만 t)의 67%에 달하는 수준으로 이를 대체할 계획이다.

동화기업 관계자는 "시설을 가동하면 연간 300만 t가량의 온실가스 감축에 기여할 것으로 예상하고 있다."

동화기업은 아산(이하 아산)에서 생산하는 온실가스 감축목표에 대해 에너지 절약에 대해 온실가스 감축을 평가하는 제도다.

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서울경제

2013년 09월 26일 목요일 A17면 산업

동화자연마루 방염특허 나무 벽재 내놔

화재 확산 방지 '디자인월' 7종
천연방염 소재 시장 공략 가속

동화자연마루는 25일 차가운 따듯함이 절충한 방염특허를 특징으로 하는 동화자연마루 신규 패턴 7종을 출시하고, 천연방염 소재의 주가 상승과 방염 소재 시장 공략을 가속화하겠다고 밝혔다.

올해 새롭게 선보인 신규 패턴은 과거와 조화를 이루는 도시 공간의 모

던함을 표현한 'Modern Industrial' 테마를 바탕으로 인위적이지 않은 자연 그대로의 표현에 세련미를 극대화했다. 각각 우드, 대리석, 노을 콘크리트의 질감과 느낌을 충실히 살린 패턴으로, 동화자연마루는 기존 패턴까지 포함 총 34종의 패턴을 보유, 나무 벽재 제품 중 가장 많은 제품으로 다양한 소비자의 니즈를 만족시킬 수 있게 됐다.

동화자연마루는 HDF고밀도 목질 섬유판에 특수 코팅 처리를 해 고밀도를 높이고, 고급스러운 모양을 입혀 디자인 감각을 더한 신제품 나무 벽재다. 특히 한국소방산업기술원의 방염 특화기술을 적용했다. 방염이란 화재 발생 시 화재의 확산을 막는 것을 말한다.

방염특허를 적용한 동화자연마루 디자인월은 방염 특화기술을 적용했다. 방염이란 화재 발생 시 화재의 확산을 막는 것을 말한다.

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매일경제

2013년 09월 27일 금요일
A22면 기업

방염특허 획득 나무벽재

'동화디자인월' 신제품

동화자연마루가 아름다운이 돌보이는 '동화디자인월' 신규 패턴 7종을 새로 선보였다. 동화자연마루는 고밀도 목질 섬유판(HDF)에 특수 코팅 처리로 강도를 높이고 고급스러운 모양을 입힌 나무벽재다.

포름알데히드 방출량이 0.5㎍ 이하인 동화자연마루를 사용했다. 화학 물질을 끼워 맞추는 조립식 시공 방법으로 접착제를 사용하는 다른 벽재보다 훨씬 친환경적이다.

우드·철·솔리드 패턴을 공간에 맞게 혼합 시공하면 개성 있는 디자인 공간을 꾸밀 수 있어 아파트나 주상복합 등 주거 공간뿐만 아니라 사무실·학교·병원·전시장 등 상업 공간 인테리어 제품으로도 각광받고 있다.

파이낸셜뉴스

2013년 09월 12일 목요일 019면 산업

좁은 공간도 넓게... '똑똑한' 인테리어 제품 쏟아진다

이음새 최소화하고
수납공간 대폭 늘려



동화자연마루의 디자인월 패턴을 적용한 인테리어 제품.

부동산 경기침체가 장기화되면서 대안 마련을 위해 중소주택에 인기를 끌고 있는 추세다. 실용적인 층고와 압축한 연구와 고층화도 1~2인 가구 증가에 맞춰 전방향이 80㎡ 이하 주택에 대한 선호도가 점점 높아지고 있는 것이다. 국토해양부가 지난해 발표한 2012년 주택 공급 연평균 한도에서 2013년 24%에서 2012년 10%로 3배가량 급증했다.

중소형 주택에 높아지면서 좁은 공간에 벽면은 이음새를 최소화하면서 수납 기능을 높인 인테리어를 위한

제품들이 속속 출시되고 있다. 이러한 제품들은 좁은 공간을 효율적으로 활용하는 동시에 인테리어 디자인을 이끌고 있다. 동화자연마루는 2013년 9월 12일 디자인월 패턴을 선보였다.

동화자연마루는 기존 제품들 중 '솔리드' 공간에 맞춰 방염특허 제품을 출시해 실내 인테리어 디자인을 이끌고 있다. 동화자연마루는 2013년 9월 12일 디자인월 패턴을 선보였다.

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아시아경제

2013년 09월 09일 월요일 005면 종합

로봇 바퀴 한변에 5만원 배틀 '엠파크 육전올림픽' 가보니

중고차 경매, 뜨는 까닭 있네

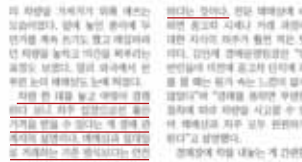
최근 10월 10일



최근 10월 10일 중고차 경매 현장 모습.

'블록 안팔아도 제값 받을 수 있다' 일소문
외국인 매매상도 경품 -투명·관리형이 장점

최근 10월 10일



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매일경제

2013년 10월 25일 금요일 A20면 기업

중고차시장 새 강자 동화엠파크 정대원 대표

“매매·수출 아우르는 클러스터로”



동화자연마루의 대표이사인 박지현 대표.

“2년만에 월 1만대 거래
구매자 불만 90% 해결
개인과객 확보가 관건”

최근 10월 10일 중고차 경매 현장 모습. 최근 10월 10일 중고차 경매 현장 모습.

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If you keep innovating yourself with an open mind,
you can enhance your personal values and the
values of your company.

Do Dream Dongwha



34
Special Team



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Special Dream 1



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Special Dream 2

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The dark horse of used car market
On Thursdays Dongwha M-Park is busy even early in the morning. The employees have their hands full preparing for weekly auctions that begin at 1 p.m. It is not unusual anymore to see car dealers closely checking cars that are to be auctioned off. At 1 p.m. sharp the 300-seat auction venue is full of car dealers and the auction begins after a short announcement. The auction proceeds without delays using monitors and bid buttons installed on every table. Every week some 300 cars are sold to their new owners amid fierce competition. All transactions are completed within two hours using state-of-the-art electronic automated system. Dongwha M-Park is equipped with the nation's first remote auction system, which enables more than 500 car dealers nationwide to watch the auctions in real time and even participate in them personally. No wonder Dongwha M-Park Auction Plus has emerged as a promising auction brand in the highly competitive used car market.



The Dark Horse of 2014
M-Park Auction Plus

Dongwha M-Park in Gajwa-dong, Incheon is the largest used car complex in Korea and the landmark of the nation's automotive aftermarket. It also holds used car auctions every Thursday at M-Park Auction Plus.



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(www.m-parkauktion.co.kr) “ ” 가
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.(: ARS 1544-4936)

The right place to sell your car

One of the advantages of the used car auctions is that both the sellers and buyers can save time and costs, as well as perform transparent transactions based on trust. Anyone who has ever sold a used car must have asked this question, “Should I get the highest possible price for my car?” But when you put your car up for auction at M-Park Auction Plus, you can find out the right price of your car through competition among car dealers and get the highest price offered by them. This way you don’t need to worry about fraud. Recently M-Park Auction Plus (www. m-parkauktion.co.kr) began providing a solution called “Guaranteed Auction” in order to enable ordinary customers to receive a guaranteed price for their car even before the auction and later get the remaining amount. Those who sell their cars through the guaranteed auction can get exemptions for all kinds of commissions, while those who sell their vehicles on consignment can get exemptions for listing fees. For more information on how to sell your car call M-Park Auction Plus. (ARS: 1544-4936) 🌱



Mini Interview



• 2014

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Do Jung-chang, CEO of Used Car 114

- **Introduce your job.** I run Used Car 114, which is located at Dongwha M-Park.
- **When did you join Dongwha M-Park?** I moved here in May 2011, when Dongwha M-Park just opened. Before, I had a used car firm in Jeonju but as soon as I heard about this large used car complex in Incheon I decided to relocate here without hesitation.
- **Why did you choose Dongwha M-Park?** The fact that it's run by a corporation makes it very trustworthy. I believe that its promotional capacity is also stronger than that of a regular used car complex.
- **What are the advantages of Dongwha M-Park?** The park is operated in an accurate and transparent way using high technologies because it's directly managed by Dongwha. It's very organized. I still have a car firm in Jeonju but here I am more satisfied with the facilities and the way everything is done.
- **What are your New Year wishes for Dongwha M-Park in 2014?** Things are always difficult in the beginning. But Dongwha M-Park is stabilizing very fast. If we all work hard, we can spend 2014 in the best way possible.



C2B

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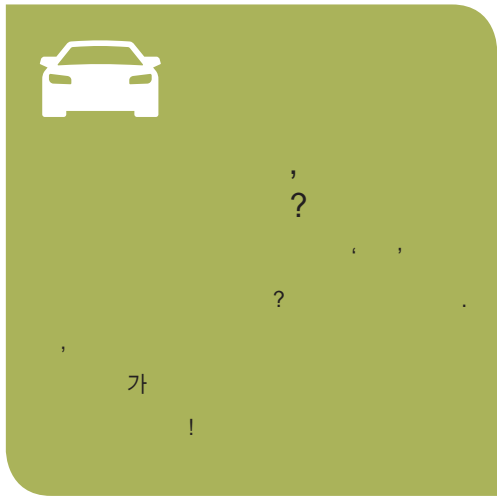
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C2B

Ko Young-il, C2B Team, M-Park

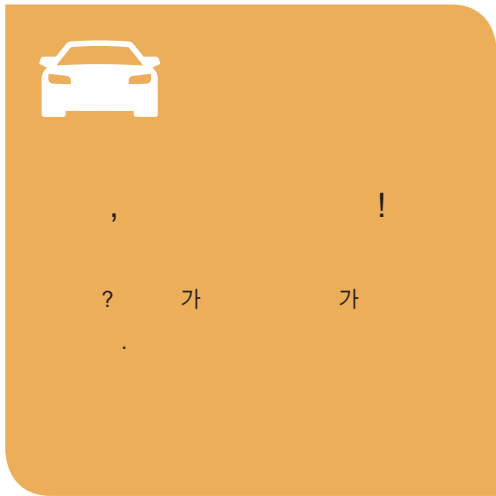
- **What make Dongwha launch the auto business?** We had thought a lot about new growth engines that can bring us stable profits. We came up with the idea of used cars and decided that we can develop this business area in an efficient way on our land plot in Seo-gu, Incheon.
- **What is the biggest advantage?** It has many advantages, but above all it was the first in Korea to introduce remote auctions. Its state-of-the-art technologies enable customers to participate in auctions anytime, anywhere. Because it is run by a corporation, we guarantee transparent transactions and high-quality services, which have earned us a good reputation.
- **Dongwha employees would like to know what kind of benefits they can receive when selling their cars.** In 2014 we plan to improve the C2B system. We are developing ways to perform used car transactions in the most satisfactory ways. Right now we are offering exemptions for commissions and will offer more benefits in the future so that not only Dongwha employees but all of our customers can sell their cars for good prices at M-Park Auction Plus.



Step 1



Step 1



Step 2



SMS

'One - Call'



Step 2



Step 3

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Step 4

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! S.T.A.R Followership



Communication Camp “S.T.A.R Followership”
Connecting You and Me,
Connecting Dongwha and Me

A communication camp for employees with job titles lower in rank than team manager was held at the Dongwha Leadership Center for two days. Some of the participants already knew one another, while others met their coworkers for the first time, but they all greeted one another with happy smiles.



1 Dongwha employees listening carefully to become capable followers
2, 3, 4 Sharing opinions after group debate



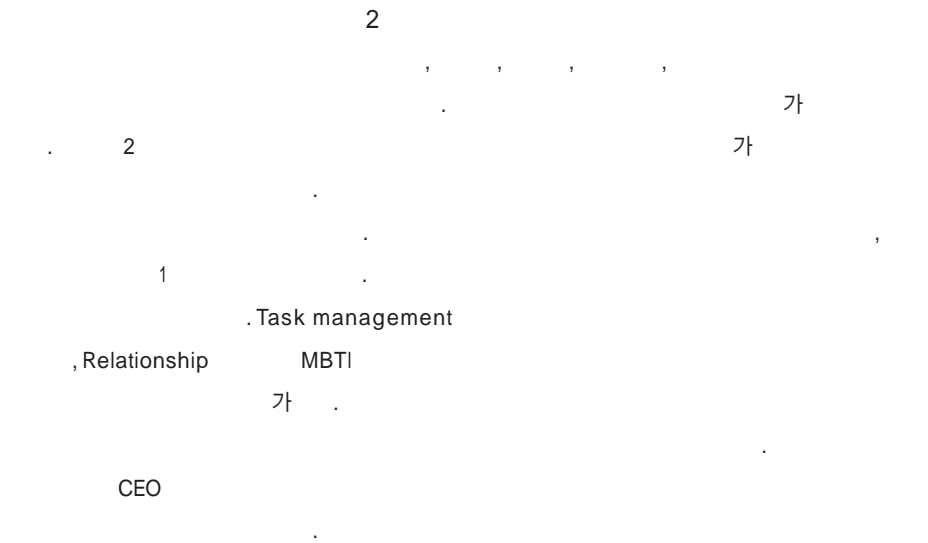
! S.T.A.R(Smart follower, Achievement, Task management, Relationship)
Smart follower

Achievement

Rank-and-file employees, get together!
The camp consisted of several S.T.A.R. tasks, such as “Smart Follower”, “Achievement”, “Task Management” and “Relationship”. People Solution CEO Song Kye-jeon gave a lecture in the “Smart Follower” and “Achievement” segments where he spoke about the importance of relations between supervisors and their underlings, and work efficiency. By giving each other feedbacks, they came up with various rational communication methods and made a determination to become capable and ideal followers. It was a rare opportunity for them to put themselves in their supervisors’ shoes and understand them better.



sense of pride in their workplace and received inspiration to do their best as its employees. After the two-day camp, the participants all agreed that it had been a wonderful opportunity to learn about how to communicate in the workplace. We hope that they will apply their knowledge to their work duties and receive recognition as well as grow into respected leaders in the future. 🌱



Part 2 of Communication Camp that started with dinner

After dinner, where the participants sat in a circle, they made aroma sprays using all kinds of aromas such as phytoncide, lavender, orange, peppermint and eucalyptus. The nice aroma helped them chase away fatigue. At a contest held on the second floor the participants presented their ideas about communication on a mind map. After an awarding ceremony they chatted over beer. Those who presented the best ideas received prizes.

In the “Task Management” segment, which was held on day two of the camp, the participants set work goals and discussed Dongwha’s result management methods. In the “Relationship” section they took a personality test called MBTI to check their personality traits and how their personalities matched those of their supervisors. The test helped the participants gain a broader perspective on their personalities and make the best use of their strong points. In the section called “Meet with CEO” the participants boosted their



Mini Interview



“It was good to see my coworkers receive training all together for the first time in a while. It wasn’t hard at all because my team manager is a great person. It made me realize that I should do my work better. I hope that he will take care of his family and his health.”

Kim Han-sang, Dongwha Enterprise



“This camp taught me what exactly I must do as a team member. I will always feel grateful for being able to work in good conditions and will do my best to earn credit.”

Lee Kwang-rye, Dongwha M-Park



“I was impressed to learn that our supervisors face as many difficulties as we do, and that we should never stop communicating and looking for the right direction in work. It was a meaningful opportunity to learn how to overcome work-related problems.”

Kim Ji-hoon, Dongwha International



“Rather than just learning about our supervisors, we went a step further to learn how to communicate in ways that can benefit both sides. I know that my team manage always cares about his team members. I will work hard to repay him for his efforts.”

Keum Yeon-ju, Dongwha Enterprise



Dongwha leaders get together at the 3rd Leadership Academy. The event didn't bring together all of the leaders because it was split into several sessions, but everyone shared the same views.

‘ ! Leadership ’
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Leadership Academy

Dongwha Leaders Leaping Higher

On a snowy day Dongwha’s team managers got together at the Dongwha Leadership Center to become better leaders. The beautiful snow was like an encouragement to them in their pursuit to hone their leadership skills.

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By keeping our promises and earning trust based on respect for one another we are becoming closer to making our common dreams come true.

Core Value



50
Happy Learning 1



54
Family Time



52
Happy Learning 2



58
Insight D





Rice cake made with beloved family to celebrate Christmas and 100 days in Dongwha

New employee training

Fostering employee camaraderie

Dongwha’s new employees who were hired in the fourth quarter of 2013 got together on December 16. They all came from different backgrounds and have different work experiences, but they all gathered at the Dongwha Leadership Center as members of the Dongwha family.

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The training was aimed at educating the new employees about Dongwha’s business activities and core values, and fostering their sense of pride as Dongwha employees. In the morning the trainees learned about Dongwha’s business areas, human resource management and core values. It was a brief session but their desire to learn and accomplish new things was stronger than ever.



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The highlight of the training was rice cake making to mark the 100th day of their employment and congratulate them on the first step to becoming members of the Dongwha family. Everyone looked excited making rice cakes for the first time. They made rice dough firsthand and shaped it into a cake. They looked a bit nervous at first, but the atmosphere became warm and friendly in no time. They decorated the cake with letters reading “Christmas” and the Dongwha logo. The training marked a fresh start in the lives of these experienced employees. We wish them to achieve their dreams as Dongwha’s valuable employee. 🌱

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Sweet Christmas of His Family

Christmas is like a magic day that makes everyone happy regardless of age. Both children and adults wait for Christmas with excitement. Lee Kil-jae and his family made a Christmas cake to celebrate the holiday season.

Woo-jin and Tae-hoon's first-ever cake

Eight-year-old Woo-jin and four-year-old Tae-hoon looked excited when they entered the bakery holding their parents' hands. They were excited at the idea of making their own cake. They took off their coats and washed their hands carefully. They then sat at the table side and side. "Today we're going to make vanilla chiffon cakes." said the patisserie. A bright smile spread over the children's faces. Woo-jin, who wants to be an artist, was eager to show off her drawing skills, while Tae-hoon got a nice haircut because his photo was to appear in his dad's company journal. The four members of this loving family began to make their one-of-a-kind cakes.

Mom and Dad's love story

The first step to making a cake is mixing egg yolks with sugar to make whipped cream. The entire family looks determined to make a good cake. Lee Kil-jae from M-Park's Asset Management Team and his wife, Lee Yun-kyung, have a four-year age difference, which is considered ideal for spouses in Korea. The two met while in college and dated for six years before tying the knot. "Six months after we met I went to Japan to receive training. People thought we would break up soon, but we maintained a long-distance relationship, which made us fall



Love and blessings

While we were chatting, the family made the cake batter by mixing the whipped cream with flour and almonds and pouring it into a mold. Then they decorated the cake with cream made of heavy cream and sugar, and the cakes were ready! Woo-jin and Tae-hoon placed a small Christmas tree on top of the cake and sprinkled chocolate and strawberry powder. The tree surrounded by snow and decorations added more excitement to the holiday mood. "Can I try it?", "Hold on, I'll give mine to Grandma, so let's eat yours!" Woo-jin and Tae-hoon couldn't wait to try their cakes. They had much fun smearing cream on each other's faces. "Today we had great fun together. I hope it was unforgettable for Woo-jin and Tae-hoon, too." Lee Kil-jae joined Dongwha in 2001. We wish him and his family love and happiness during the holiday season. 🌿



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in love with each other even more.” On the question what made her wait for Kil-jae for one year, his wife said that it was his caring and meticulous personality. In fact, Kil-jae patiently answers all of his children’s questions and takes good care of them. His wife made the right choice indeed. “My parents moved from Daejeon to Incheon to help us raise our kids. So we live together now. Living with parents-in-law is not easy for women, but my wife does her best to do her work, raise our kids and do the housework. She’s so busy she doesn’t have time to see her favorite musical.” Lee’s wife works as a high school teacher. Lee always feels sorry to her. He applied for this cake-making event not only to make his children happy but his wife as well. This couple looks strongly in love even after ten years of being married to each other.





Drawing Our Communication

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Insight D!

A mind map is a tool for outlining our thoughts, which combine our sense and sensibility regulated by the right and left hemispheres of the brain.
Dongwha members outlined their thoughts to promote communication within the company based on the five senses. They look simple, yet they are absolutely necessary for ensuring smooth communication.🌱



Dongwha's Communication with Five Senses

Communicating with the Eyes

- Finding objects for improvement at the office
- Making eye contact when talking to others
- Reading good books
- Finding things that you can do first

Communicating with the Mouth

- Complimenting others
- Having meals with members of other teams
- Sharing delicious things

Coffee Break Time 가

Communicating with the Nose

- Taking coffee breaks
- Using air fresheners at the office and cafeteria

Communicating with the Ears

- Hearing positive things
- Listening more than speaking
- Listening to candid conversations instead of things said behind other people's backs

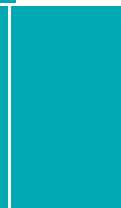
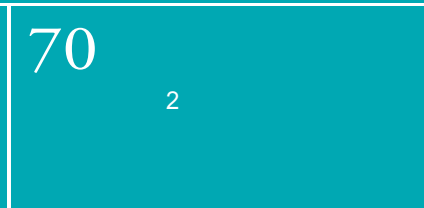
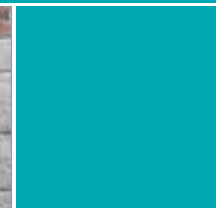
Communicating with the Body

- Helping the needy and feeling grateful
- Learning together

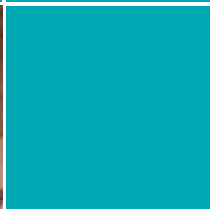
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If we take pride in what we do and truly enjoy it, we can live and work happily.

Life & Culture



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Four Women's Trip to Historic City of Jeonju

Jeonju in the southern part of Korea has a long history and is famous for its delicious bibimbap. The city also offers much to see and try, but few people visit it because it is far from Seoul. Four members of the Dongwha family visited Jeonju for the first time. Here's more about their short yet meaningful trip.



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Young ideas

The four decided to check out Nambu Market. They headed to a store on the second level of a building hidden deep in the market. As soon as they entered it, their voices became louder with excitement. This uniquely designed place was set up by young Jeonju residents in a bid to help the market regain its vitality. Now it's a must-see for tourists. The four explored every spot of the place, took pictures, left messages on the wall and bought souvenirs. They were as excited as high school girls on a field trip.



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Back to good old days

The four young women from the Dongwha family looked like excited high school students and laughed cutely when they heard the compliment. They are Park Hye-young, Park Min-ji, Kim Young-min and Lee Yoo-jin. They went to high school together and now they are coworkers. The moment they arrived in Jeonju, they were impressed by its beauty. The first thing they did upon arrival is trying the local food. They headed to the restaurant called Seongmidang, which is famous for its bibimbap. They were amazed to see that their bibimbap was already mixed with the spicy sauce for them. Eating bibimbap, the signature dish of Jeonju, the four women finally realized they were in the city of Jeonju.

Mental healing in Hanok village

Next the four headed to Gyeonggijeon Shrine, where King Taejo is buried. The place was packed with tourists. The four women toured the shrine and a village of traditional-style houses called “hanok”. They saw the portraits of Joseon kings, tried on royal costumes, played traditional games and saw how their ancestors lived in the Joseon era. The final leg of their trip was Jeondong Cathedral. The four said they had had a quite special and delightful trip. “We healed mentally. After spending a day with my friends in such a meaningful way I want to travel with them again in the future.” Thanks to their strong friendship, the four women's trip to Jeonju, the city of historic relics, traditions and culinary delights, was full of unforgettable impressions. 🌿



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Jang Sung-dong, Board Research Team,
Dongwha Enterprise

Life, World and Passion



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2008 LA



Chang Sung-dong has a beautiful smile. It doesn't take long to understand why all of his pictures look so vivacious because of the shine in his eyes and his passion.

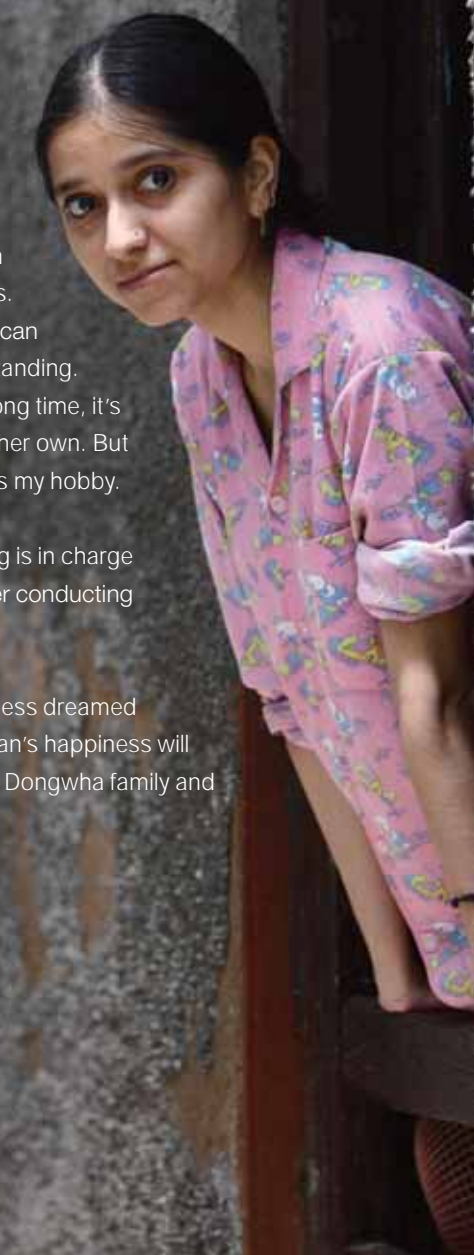
Chang Sung-dong first developed interest in photography when he was photographing his elder son to mark his first birthday. In 2008 he entered a International Photographic Salon of LA and ever since then has been capturing the images of unique landscapes with his camera.

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A wide-angle photograph of a vast, high-altitude landscape. In the foreground, a dry, brownish field is divided by a wire fence. A small group of people and animals are visible near the fence. The middle ground shows rolling hills and a small cluster of buildings. The background features majestic, snow-capped mountains under a cloudy sky.

Jang Sung-dong says that to him a good photograph is the one that makes people feel comfortable and that he personally likes. In other words, the pictures of clean and natural back country are the good ones. Chang finds inspiration in photography. He can enjoy his hobby thanks to his wife's understanding. "If the husband is absent from home for a long time, it's hard for the wife to take care of the kids on her own. But my wife understands me and even supports my hobby. I'm very thankful to her." says Chang. At Dongwha Enterprise, Chang is in charge of making final checks of new products after conducting preliminary tests. He says smilingly that he truly loves his job. He knows better than anyone what "happiness dreamed by happiness" means. We hope that this man's happiness will spread not only to his family, but also to the Dongwha family and to families all over the world. 🌱





Conquering Mount Halla Daesung Wood Mountain-climbing Club

Just when autumn was about to give way to the winter, members of Daesung Wood's mountain-climbing club visited Jeju Island. The club leader, Choi Un-jin, shared with us the accounts of the exciting two-day-one-night trip.

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On a rainy November morning 17 members of the Daesung Wood mountain-climbing club and their families arrived at the Jeju Airport. It was their first trip since the club was set up. Everybody was worried if we would be able to ascend Mount Halla as the rain had continued for days. But the weather in Jeju on the day of our arrival was perfect. Jeju Island was welcoming us with a clean face.

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