

Company profile

www.newchem.kr / www.desigence.co.kr





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Company NEWCHEM

Foundation Jan. 6, 1999

Address 44-5 , Ungji-ro, Tanhyeon-myeon, Paju-si
Gyeonggi-do, Rep. of Korea

Business Line

- Silkscreen Printing Ink (Glass, Metal, Acrylic, etc)
- Nano-Coating Materials
- Special Ink/Paint & Resin Development & Manufacture

Main Product

- Minerva Series
- Poseidon Series
- Glasstherm Series, ect
- Aura series
- Other Coating Products

Contact

Tel. +82-31-948-4370
Fax. +82-31-948-4371
Url. <http://www.newchem.kr>





Company DESIGENCE Inc.

Foundation Aug. 1, 2012

Address 701, 1189 (Good moning Lawfirm Town 2),
Jungang-ro, Ilsandong-gu Goyang-si,
Gyeonggi-do 10414, Rep. of Korea

Business Line

- Pattern Development
- Product Design
- Graphic Design
- Identity Strategy
- Package
- Material Research
- Interior / Exterior Planning

Contact

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COMPANY HISTORY

History



- 1999** • NEWCHEM Inc. is established in Jan. 6, 1999.
- 2000** • The contract with Drom Fragrance corp. in German to be the executive distributor in Republic of Korea.
- 2001** • Develop MINERVA, GLASSTHERM. (Coating materials for bottles, glasses & ceramic)
- 2003** • Appointed as small and medium enterprise for export agent through EMCS by Small and Medium Business Administration
 - Develop & synthesis high weatherability & chemical resistance polymers.
 - Appointed for “manufacture of flat glass coating”,
“Business feasibility evaluation for New Technology Idea” by Korea Technology Transfer Center
- 2004** • LG electronics adopted NewChem Ink for Home Appliances(DIOS refrigerator)
 - Marine Blue, Brown, Irish Silver, Mocha Brown etc
 - Samsung electronics adopted NewChem Ink for Air-condition (HAUZEN)
- 2005** • Develop “POSEIDON”, the water soluble coating material for colored glass.
 - LG Electronics adopted New Chem Ink for Whisen Air-condition
- 2007** • Selected as a design developer by the Home Appliances Design Department
 - Develop “MINERVA-LIGHT”, a multi-purpose coating material.
 - Samsung Electronics adopted New Chem products for design and color development
- 2008** • New color development of air-conditioner for LG Electronics.
 - Hasanglim, Cocored, Merrygoldred, Pionared, Pionawhite etc.
- 2009** • Completion of new building & relocation.(44-57, Ungji-ro, Tanhyeon-myeon, Paju-si, Gyeonggi-do, ROK)
 - Setting a full size silk printing system.(Semiautomatic printer, Box oven, IR Dry conveyor M/C)
- 2010** • Registered as a venture company by KIBO.
 - Established the Institute of Technology.
 - Design partner of Samsung Electronics in the Home Appliances Design Department.
- 2011** • Selected as design developed by Daewoo Electronics Home Appliances Department.
 - Registered for patent on ink and 4D printing technique.(Patent No.10-1193560)
 - Registered for patent on printing technique using satin glass.(Patent No.10-1061509)
 - Developed the anti-fading ink in foaming.



COMPANY HISTORY

History



- 2012**
 - Registered for patent on 3D scattered reflection printing technique on glass.(Patent No. 10-178113)
 - Design and color development of Kimchi refrigerator in the second half of 2012, Samsung
 - Design and color development of Kimchi refrigerator for DAEWOO electronics.
 - Design and color development of refrigerator bound for Middle east, South-east Asia, West-south Asia in 2013, Samsung.
 - Design and color development for refrigerator of Samsung in the first half of 2013.
 - DESIGENCE Inc. is established in Aug. 1, 2012. - Design Company

- 2013**
 - Design and color development of Kimchi refrigerator of Samsung in the second half of 2013.
 - Design and color development of Oven and Microwave of Samsung
 - Participate in Samsung Mobile Window, Battery development
 - Participate in Design and development of Samsung Winecellar
 - Design and color development of refrigerator of Samsung bound for East-south Asia.
 - Color Ink development for steel material(SUS,steel plate etc)

- 2014**
 - Color development for local refrigerator of Dongbu Daewoo electronics
 - Color development of microwave of Dongbu Daewoo electronics bound for Mexico.
 - Pattern and color development of refrigerator of Panasonic
 - Pattern and color development of Jinheung refrigerator
 - Color development of Smart induction underrange.
 - Color development of Samsung Winecellar
 - Color development of microwave of Samsung bound for West-south Asia.
 - Color development of air-condition foothold of Samsung
 - Color development of refrigerator of Samsung

- 2015**
 - Color development of local refrigerator of Dongbu Daewoo electronics
 - Color development of Kyung Dong Navien Lobbyphone.
 - Color development of refrigerator of Dayou Winia.
 - Pattern and color development of kitchen table of Hansam
 - Developmend of glass block to guide no-smoking campaign.
 - Color development of air-condition foothold of Samsung
 - Color development of refrigerator of Samsung
 - Color development of microwave of Samsung bound for West-south Asia
 - Color development of microwave of Samsung bound for Russia.
 - Participated in IMAC 2015(International Material & Components Industry Show).



COMPANY HISTORY

History



- 2016**
- Pattern and color development of Midea refrigerator
 - Color development of Mitsubishi refrigerator
 - Color development of Sharp Corporation refrigerator (Exclusive ink application)
 - Color development of Toshiba washer
 - Color development of Sooin cosmetic mask pack tin case
 - Color development of Sunil Safes (Lucell series)
 - Color development of Hyundai Elevator (Hyundai Elevator Innover series)
 - Development of glass block to guide no-smoking campaign.
 - Color development of Interior materials for construction (glass, metal) _GS E & C, Livart

- 2017**
- Color development of microwave of Samsung
 - Color development of refrigerator , Kimchi refrigerator of Dongbu Daewoo electronics
 - Color development of refrigerator of Sharp Corporation bound for Russia.
 - Color development of AQA refrigerator
 - Development of glass block to guide no-smoking campaign.
 - Color development of Interior materials for construction (glass, metal) _GS E & C, Emons, Hanssem



COMPANY HISTORY

History



- 2012**
 - DESIGENCE Inc. is established in Aug. 1, 2012.
 - Developed pattern and color of oversea company's refrigerators.
 - DESIGENCE Inc. is established in Aug. 1, 2012. - Design Company

- 2013**
 - Worked a sign system of Gwacheon Resource Purification Center.
 - Pattern development of refrigerator, kimchi refrigerator and microwave oven of Dongbu Daewoo Electronics.
 - Pattern and color development of firewall products of ICTIS.
 - Pattern development of Innocent Furniture's products.
 - Pattern and color development of glass panels in architecture.

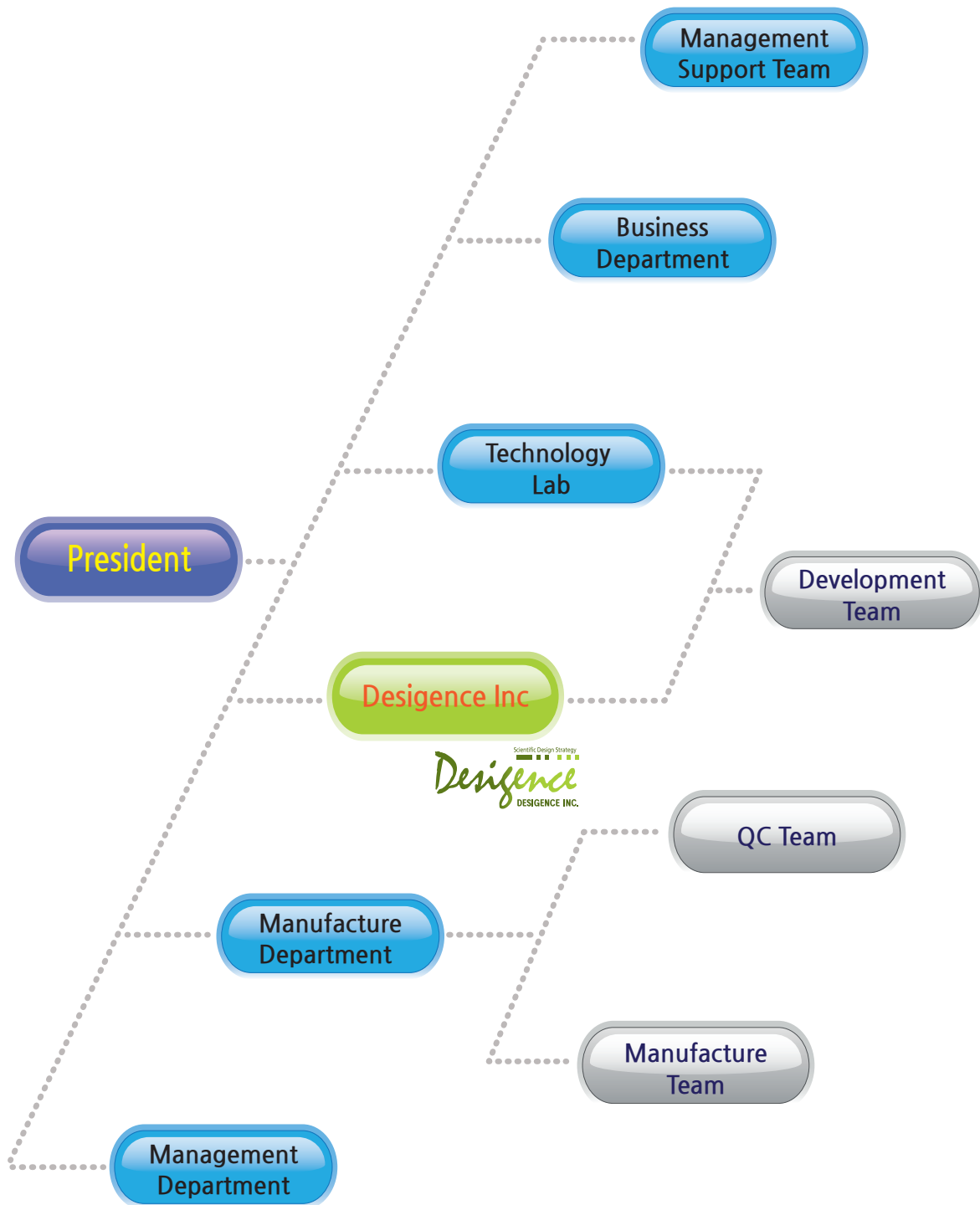
- 2014**
 - System book shelf design of Aram Publishing Company.
 - Pattern and color development of Sharp's refrigerators.
 - Package design of ICTIS'.
 - Pattern and color development of oversea foreign home appliance company.
 - Conclusion of a contract with Dimodesign.
 - Product design of a 3D scanner of Medit Inc.
 - Pattern Design for Metal(EGI,STS,AL) and applicable product(under development in 2015)

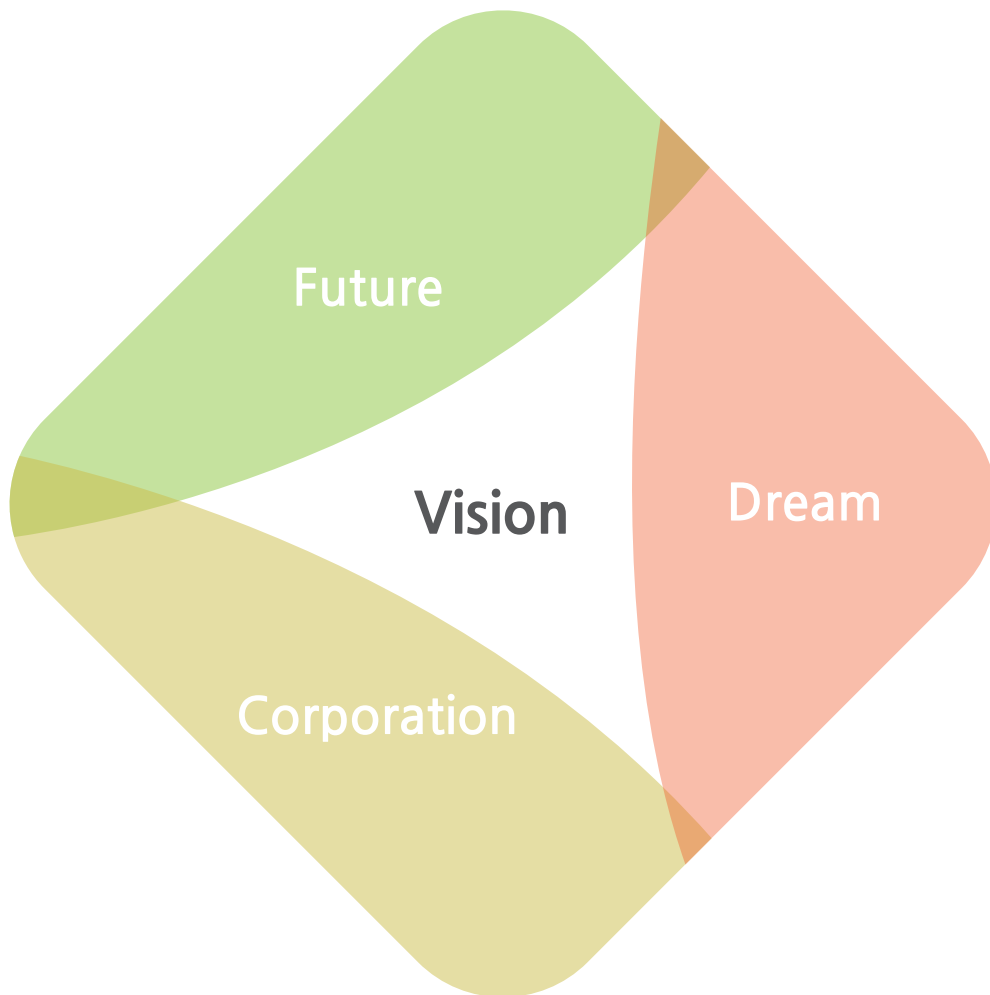
- 2015**
 - Pattern and color development of glass table of Hanssem.
 - Pattern and color development of electric ranges of Pels.
 - Developed identity system of Plus Life & Health.
 - Registered as design subcontractor of Samsung Electronics.

- 2016**
 - Pattern and color development of Samsung bound for West-south Asia
 - Pattern and color development of Sooin cosmetic mask pack tin case
 - Pattern development of LG hausys bound for West-south Asia
 - Pattern and color development of Hyundai Elevator (Hyundai Elevator Innover series)

- 2017**
 - Developed metal tile "Glam" (on sale)
 - Pattern development of LG hausys (Flower pattern)

03 ORGANIZATION





Philosophy

“Justice in Human” “Trust in Business” “Credit in Means”

■ Ink ■

Glass, Acryl, PC, PMMA, METAL For silkscreen printing

Home appliances part: refrigerator, Kimchi refrigerator, air cleaner, microwave, gas oven range

■ Paint ■

Glass, Metal, Wood for Spray roller painting

Furniture, architecture furniture, interior, metal for car, Plating

■ Special painting ■

For synthetic resins, glass

■ Design and color development ■

Product, color, design development for matching customer's demand

■ Silk screen printing ■

Test product produce for color and design development

■ Special resin ■

Acryl, urethane job-order production for each use.

Synthetic painting

Direct Application Method

"World first" developed a type of ink to use silk screen printing and spray by direct application method(DAM) on steel materials like EGI, SUS.

"VULCANUS"

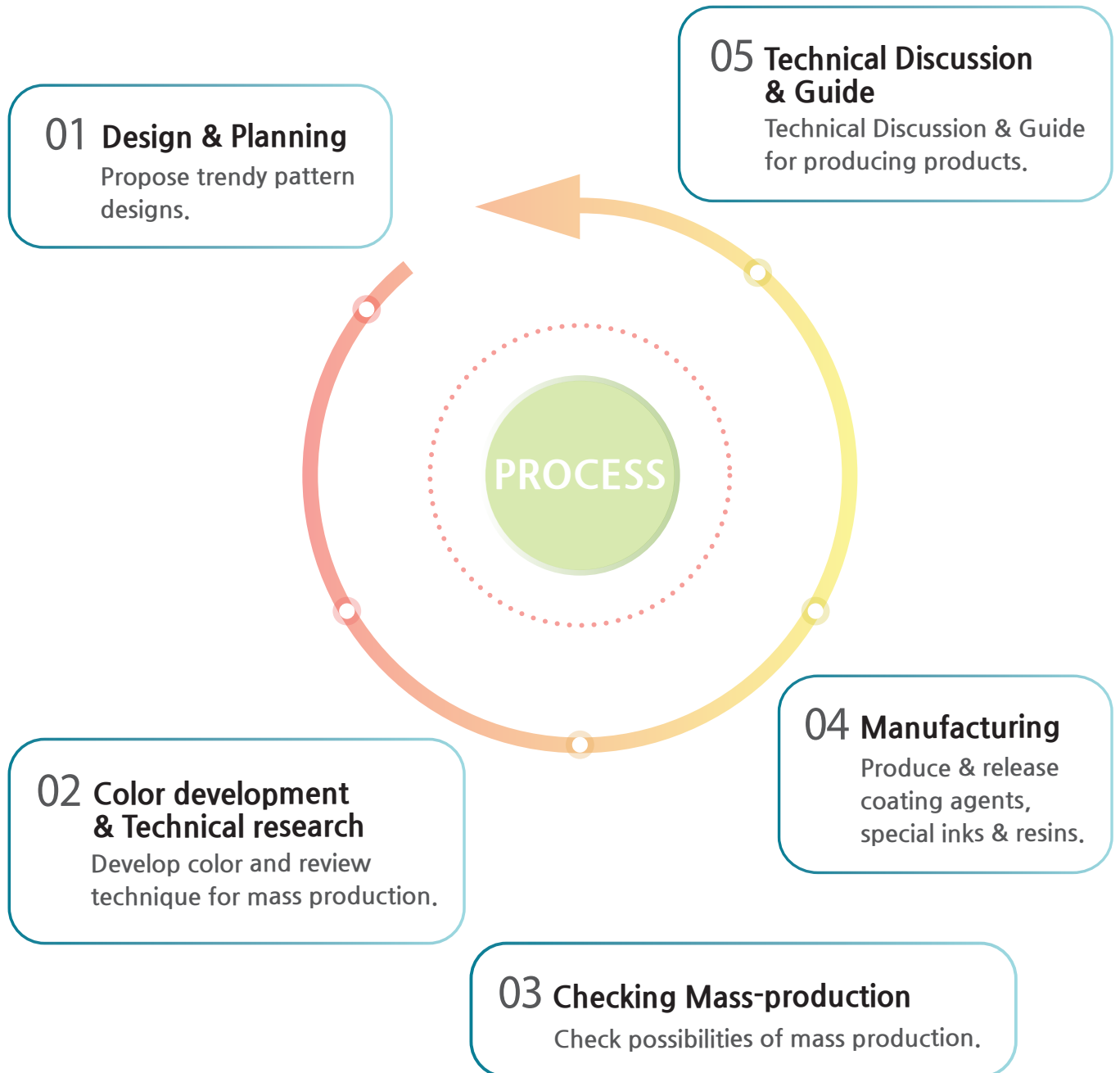
- Special ink apply to various colors, 3D printing method.
- Excellent material property compared to current color steel plate.
(Machinability, weatherability, brightness etc.)

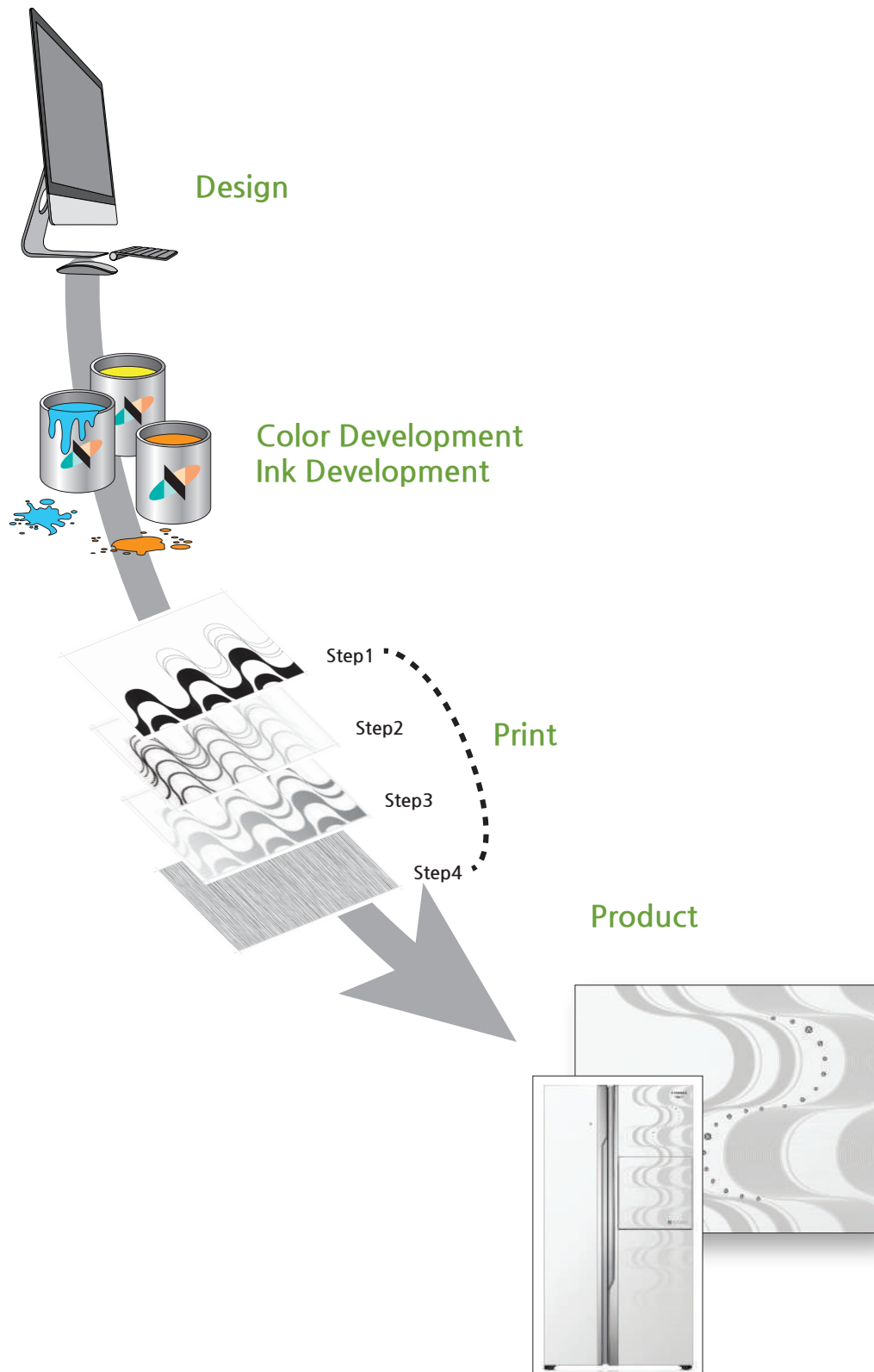
■ Product characteristics

Division	Product	NewChem	Other companies
Silk Screen	Glass ink LT#5000 (2-component) PS#4000 (1-component)	Short drying time - Excellent mass production Various color materialization	Long drying time - Low mass production Limited color materialization
	Acryl ink MT#5000 (2-component)	Mass/small/multiple production possible Printings - Unlimited	Only mass production Printings - Limited (Work possible within 3 Printings for steel plate)
	Metal ink(EGI / SUS) VT#4000 (1-component) VT#5000 (2-component)	Expressiveness - Possibly materialize multi cubic design Materializing patent-registered multi printing technique & cubic design	Expressiveness - Limited and simple color sense.
Spray	Glass ink LT#3000 (2-component) Aura#300DP (2-component)	Various color materialization Mass/small/multiple production possible Can use for Special steel, glass	Limited color materialization Mass production only Can use Bottle/Glass only
	Metal ink(EGI / SUS) VT#3000 (2-component)	Strong weather protection (No discoloration when it expose at outdoor) Excellent coating hardness & weather protection (Excellent usability, adhesive property, material property)	Weak weather protection (Impossible outdoor exposure) Weak coating thickness & weather protection

■ Remarks

- 3D irregular reflection printing technique and design patent registration.
- 4D lenticular printing technique & design patent registration.
- Non-gloss printing technique patent registration.
- Possible to color development and mixing color as per customer's requirement.



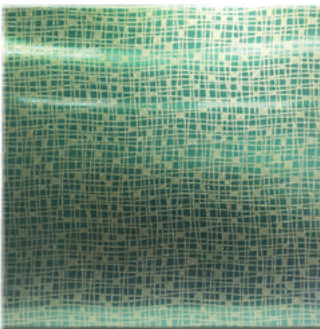


Metal tile (self-development sale goods)

TG_01 White gold



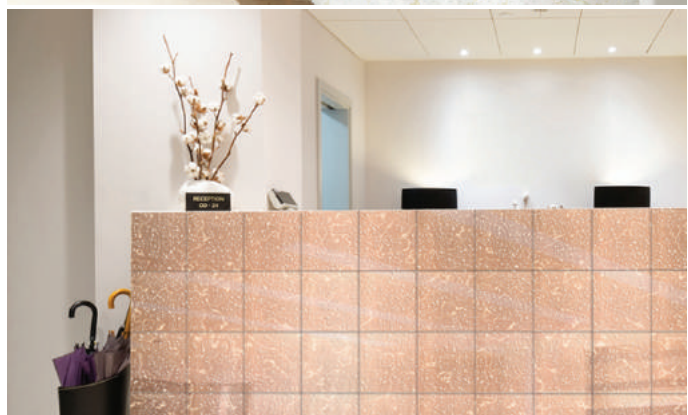
TG_02 Dark green



TG_03 White gold



TG_04 Rose gold



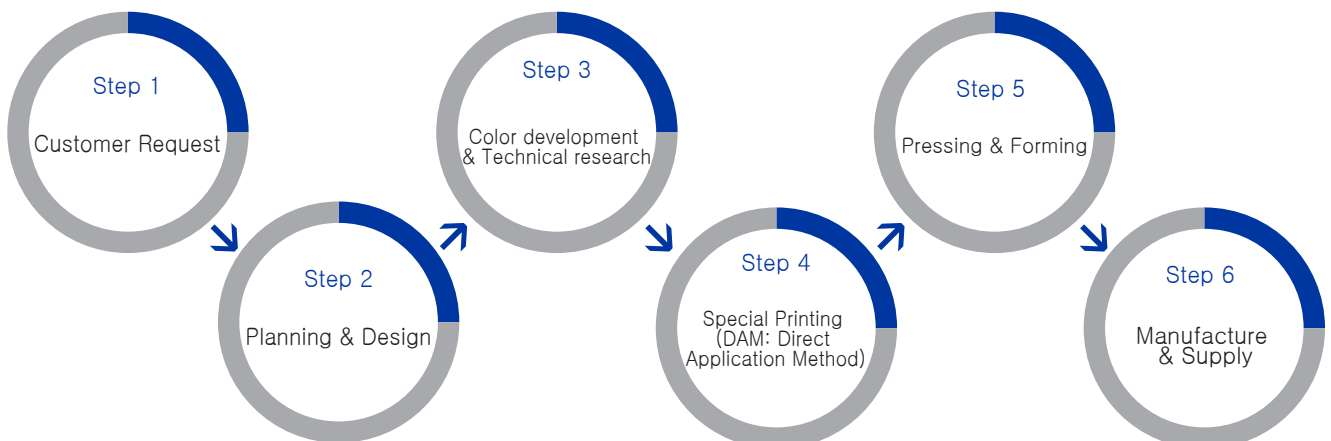
"Fresh Concept Tin Case", applied special ink.



1. Various colors
Develop colors that trends and customer wants.
2. Excellent surface hardness
Excellent grades in various reliability tests.
(Adhesion test, Impact test, Heat resistance, etc.)
3. Three-dimensional embossed patterns
Various expressions available.
(Metallic color, Hologram, Pearl effect, etc.)
4. Various effects & Techniques
Various effects & techniques
(3D scattered reflection technique, Glossy & matte effect, Gradation, etc..)
5. Excellent Machinability
It is possible to pressing & forming into various shape

"World First" developed special ink & printing technique, can apply on metal plate directly. (DAM: Direct Application Method)

Process



09 APPLICATIONS

Interior frame



Interior material

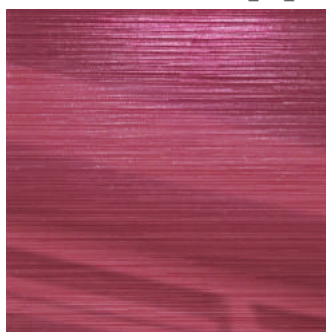
MR_GD_101



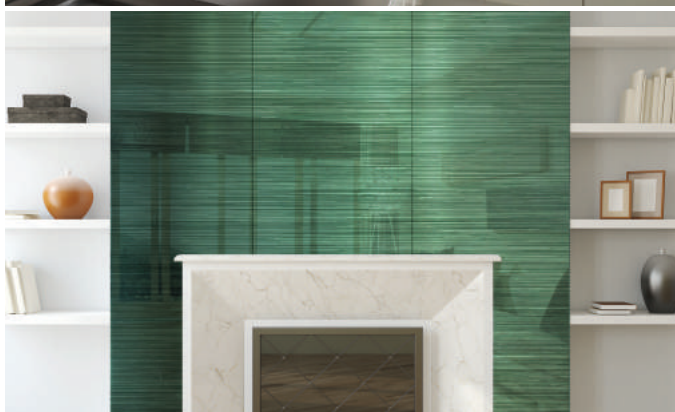
MR-GN_201



MR_RD_201

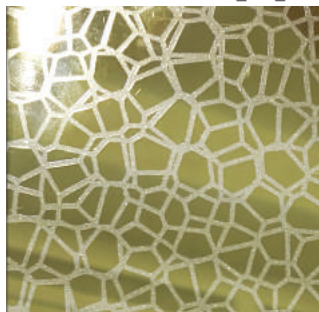


MR_RB_301



Interior material

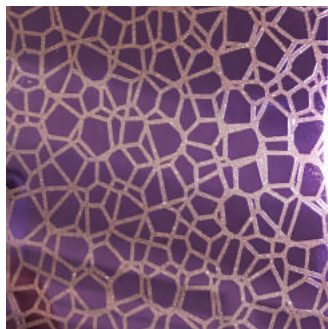
MR_GD_102



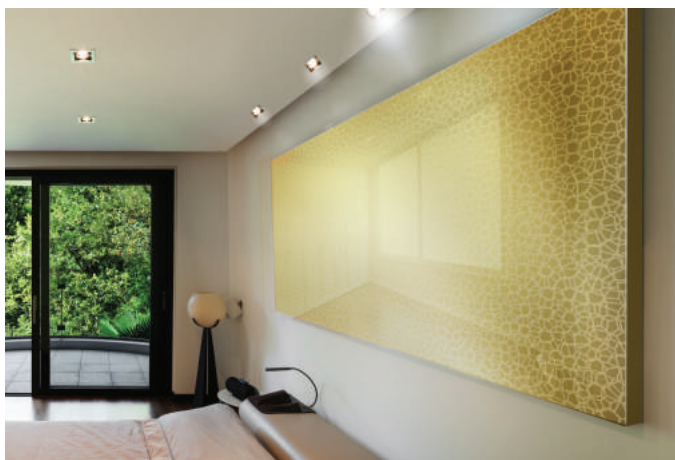
MR-GY_401



MR_PE_401

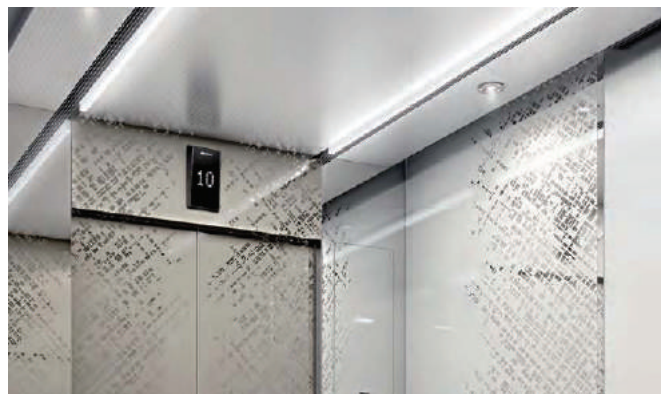
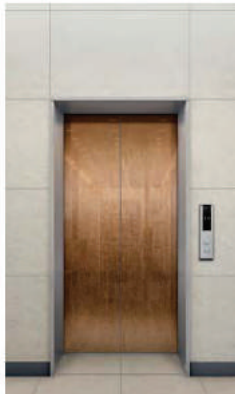
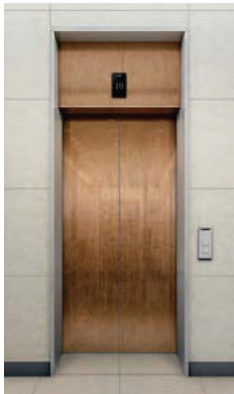
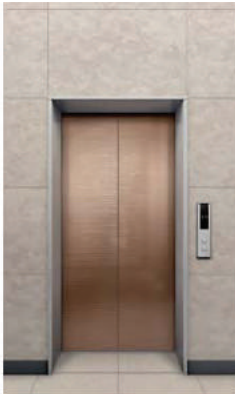
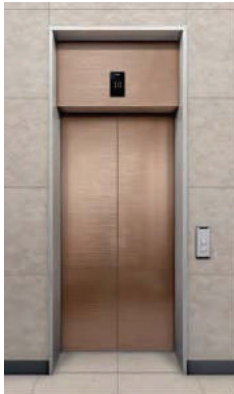


MR_BE_601



09 APPLICATIONS

Elevator



Refrigerator



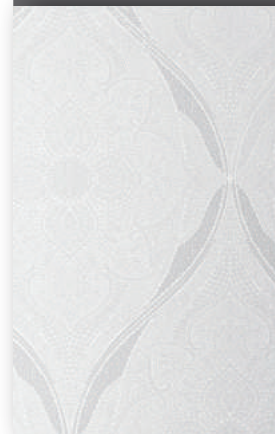
퀸즈링 (Queens ring) / White



퀸즈링 (Queens ring) / Metal



모스크 (Mosque) / White



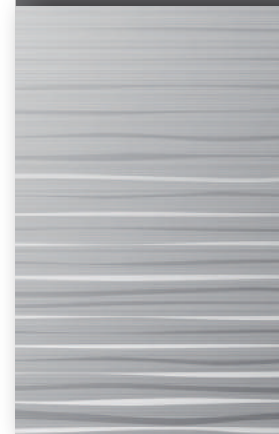
모스크 (Mosque) / Brown



샤이니리버 (Shiny river) / White



샤이니리버 (Shiny river) / Metal



09 APPLICATIONS

Air conditioner



09 APPLICATIONS

Oven

