

Noroo Paint & Coating Co Ltd in Home and Garden (South Korea)

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Abstracts

The company is not just sitting back and enjoying its current position as one of the leading companies in home paint. Noroo Paint & Coatings invested Won38 billion in December 2012, in building a new research and development centre which will be operational by 2015. The company is also endeavouring to approach consumers in a more effective manner. In 2012, the company opened its first event, the “2013 Noroo International Colour Trend Show”. The company invited colour designers, interior...

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