

Zeawallpaper, world's first to attain the Baby Class of the Oeko-tex standard 100 in the building material industry



Zeawallpaper produced by LG Hausys has been awarded the Baby Class, the highest possible grade, under the Oeko-tex standard 100, becoming the first within the building material industry. The Oeko-tex standard 100 association awarded Zeawallpaper products with their Baby Class status, a designation reserved for products to use with toddlers under 2 years of age, proving once again Zeawallpapers are innocuous products safe even for children. The Oeko-tex standard 100 is a qualification standard that measures the innocuousness of products such as clothing/bedding/toys/interior materials etc. that come into contact with the user's skin. The standard is divided into 4 classes according to the degree of harmlessness towards the human body. The Oeko-tex standard 100 has become a necessary qualification for companies in recent years due to increased demand for environmentally friendly products in Europe, Japan, North America etc.

So far, building materials including wallpapers etc. were generally awarded with class 4, the lowest grade. However Zeawallpapers satisfied the criteria for level 1 with more than 200 different types of tests for harmful materials including whether the product causes skin irritation, is carcinogenic, allergenic, or includes volatile organic compounds etc.

Vincent Im, manager of Oeko-tex standard 100's branch in Korea, said "this is the first time in the world that a building material such as wallpaper has obtained the Baby Class, and it is being hailed as unprecedented achievement in Europe as well." He added that "I expect this will be an opportunity to promote this environmentally friendly product that uses corn all around the world."

Actually producing building materials using polylactic acid (PLA) extracted from corn is extremely difficult. Our company stands alone in the world as the only company that has been successful in applying it when producing wallpapers and flooring materials.

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NEWS LETTER

Launching 'Gracia atrium', our range of wallpapers available only in export markets



LG Hausys has launched 'Gracia atrium', a range of wallpapers designed in collaboration with Dutch interior and product designer Marcel Wanders that will be available exclusively in overseas markets.

The newly launched 'Gracia atrium' is the fourth product offering in the Gracia series, and is aimed at the 4 major foreign markets – Middle-east Asia, Europe, China, and Southeast Asia. The design concept can be summed up as one that expresses the restrained yet glamorous classical feel through a unique expression of classical European beauty with a sophisticated touch.

Designer Marcel Wanders expressed a one-of-a-kind complexity applying concepts such as rhythm, density, harmony, pattern etc. and recreated elements inspired by nature in the 'Gracia atrium' products. Moreover, he has created a multi-dimensional seductive world through layered patterns, changes in structure and clarity.

Marcel Wanders currently is an active designer in Europe working in tandem with big European interior and furniture companies such as Moooi, Moroso, B&B Italia, Cappellini, Flos, Magis, Bisazza, Poliform etc., and producing his world of design in various lines of businesses including building, interior, furniture, wallpaper products etc.

Our company intends to produce products that can win the hearts of customers in the Middle-east and Europe, whom prefer larger and more decadent patterns compared to the domestic market, with the designs produced by Marcel Wanders. Moving forward, we will explore foreign markets with differentiated design through collaborations with world renowned designers such as Marcel Wanders, Karim Rashid etc.

A paradigm shift for windows in aged houses with the development of a non-removal type window system

The windows businesses division launches 'Easy plus window', a product exclusive for energy efficiency improvement business

A warm and cozy home during winter. A rain-proof and neat house during the summer months. These are the living conditions that we all want but the to live in such house can only come true if highly functional windows are installed. Nevertheless, given the considerable cost involved in changing window systems in Korea, it is not an easy decision to make. Moreover, substituting with cheap window products can be a waste of money therefore caution is required. For old houses in particular, due to structural issues, wind or rain makes its way into the house even after new windows are installed leading to one of the most frequent customer complaints. Our company has developed the concept of window products exclusive for non-removal type renovations that can resolve these problems, hence leading the way in providing residents of aged houses with warm homes.



The most important aspect to consider when replacing windows is the construction ability to fill the gaps between the windows and the housing structure. However aged houses are structurally limited...

When replacing windows in apartments or buildings, it is customary to tear out the existing windows altogether and installing the new products. When doing so, most important is the 'construction ability' to ensure rainwater or air does not leak into the building by filling in the gaps between the window and building structure as completely as possible.

However, it is often the case for aged or other select houses to experience water and air leakage through gaps between windows and the building structure even when a company with excellent construction capabilities completes the job. As a result, many cases can be found where residents of aged houses have experienced the unpleasantness stemming from water or air leakage through misalignments between windows and the structure even after their old windows were swapped out for new products. To resolve these issues, our company has developed the 'Easy plus window' that can be installed without the existing window systems being completely removed, and is leading the way in replacing windows in aged houses.

You must completely remove the existing windows to replace them? Let's change the way we think!

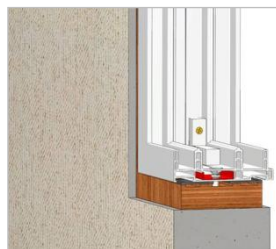
The 'Easy plus window' our company has developed is a 'window system applicable with non-removal type construction' which can be applied conveniently to aged houses and easily installed. In other words, it keeps part of the existing window frame and covers it with the new product therefore preventing large gaps from occurring between the structure and the new window system. This not only reduces installation time remarkably but also improve heat loss or air and water leakage problems etc. Indeed non-removal type construction methods have been used before however product offerings were not sturdy enough and incapable of covering various structures therefore leading to declining quality issues.

However our 'Easy plus window' products have been designed to allow customers to select the optimal construction method for aged houses through a wide range of structures and finishing materials. This year, products were installed in aged houses located in Dapshipni and surveys were conducted among residents which revealed that residents were very satisfied with the results. Thanks to these results, we received a large number of inquiries from community welfare centers and foundations in other municipalities etc.

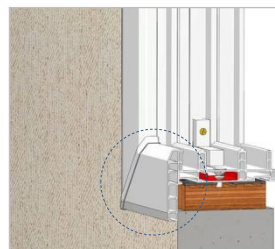
Installation procedure for Easy Plus



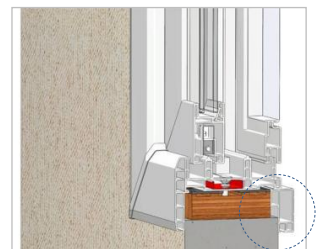
1. Existing old window



2. Add the new window onto the existing window



3. Proceed with interior finishing for insulation and to ensure the structure is airtight



4. Complete installation with exterior finishing

'Easy plus windows' in the spotlight in the energy efficiency enhancement project

As part of its energy efficiency enhancement project, the Korea Energy Foundation is involved in replacing windows in aged houses. The main objective is to improve energy efficiency of aged buildings by replacing old window systems, and it targets households receiving national basic livelihood guarantees and low income households above the threshold.

Following the development of our 'Easy plus window' product in 2014, which is applicable to aged houses, our company was selected to supply products for pilot projects conducted in Gangwon-do, Chuncheongbuk-do, and the northern parts of Gyeonggi-do. With recognition of the unparalleled quality of 'Easy plus window' products, our company continues to interact with the Korea Energy Foundation. Our company plans to distinguish ourselves as the pioneer in the window replacement project for aged houses.

Look out for our company's products in the SBS television series, <It's alright, it's love>

Sponsorship to provide interior materials for the SBS television series, <It's alright, it's love>.

As a sponsor for the SBS television series, <It's alright, it's love>, starring In-sung Jo and Hyo-jin Gong, our company had the opportunity to showcase sophisticated set designs and provide viewers with various elements to lay their eyes on. The collaboration between screenwriter Hee-kyung Noh, actors In-sung Jo and Hyo-jin Gong was enough to attract great public interest even before the series went on air. But the trendy composition of the set befitting the beautiful screen play and each character, as well as its interesting storyline, displayed the essence of a trend drama series. Let's have a look at which of our products can be found in <It's alright, it's love>.



Creating a modern and cozy British-type share-house

The share-house within the television series where Jaeyeol Chang (In-sung Jo), Haesoo Ji (Hyo-jin Gong), Dongmin Jo (Dong-il Seong), Soogwang Park (Gwang-soo Lee) etc. live together used the solid color 'Z:IN therapy wallpaper', a popular product today, to create a modern yet cozy feel of a British-styled home. The 'Z:IN therapy collection' is a plain-type wallpaper line with 91 patterns boasting high quality texture. It is a highly utilitarian product range composed of plain-type products and products with textures that imitate leather, plastered walls, textiles etc. that can be applied to living rooms, bedrooms, kitchens etc. to create various spaces according to each concept.



Hospital consulting room created with ‘Zinnia Hyo Jae wallpapers’ and ‘Soom-tile, bringing air to life’

The room of psychiatrist Haesoo Ji (Hyo-jin Gong), our ‘Zinnia Hyo Jae wallpaper’ product – a collaboration product with Hanbok (Korean traditional clothing) designer Hyo Jae Lee – was used a point wallpaper to add a delicate touch. Also, within the Haesoo Ji’s consulting room, a functional product developed for hospital use, ‘Soom-tile, bringing air to life’, was applied to not only create a calm and comfortable place for psychiatric consultation but also to take advantage of the product’s air purification and humidity maintenance function.



Complete a three dimensional space with the application of faux marble Hi-Macs

To reflect the character of Jaeyeol Chang (In-sung Jo), a handsome and intelligent mystery novel writer, the corridor of his office-tel was lined with our company’s modern and sophisticated ‘Hi-Macs 3mm motion wall’ product to create a lively wall. Most think of Hi-Macs being applied to kitchen surfaces however there are products produced in 3mm thickness which can be used to create three dimensional spaces with an acrylic touch. Also, application is convenient and patterns can be custom ordered which has made it popular across our younger consumer base.

