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YOUR  
WINNING

PARTNER

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DK DONGSHIN CO.LTD

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Our customer service is always *first think*

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# DK DONGSHIN CO.LTD

## Leading a new generation of trend & coated steel sheet

Based on our powerful will & driving force, through the technical development and cultivating talented men, DK DONGSHIN grew up as the world best PCM (Pre-Coated Metal) specialty company. We are specialized Multi-color printed steel sheet with beautiful colors, various patterns and textures for semi-permanent construction interior & exterior materials and high quality home appliances. We make our maximum effort to provide the best quality products that satisfy our customers under the goal of being the world leader in steel sheet coating industry.

### History

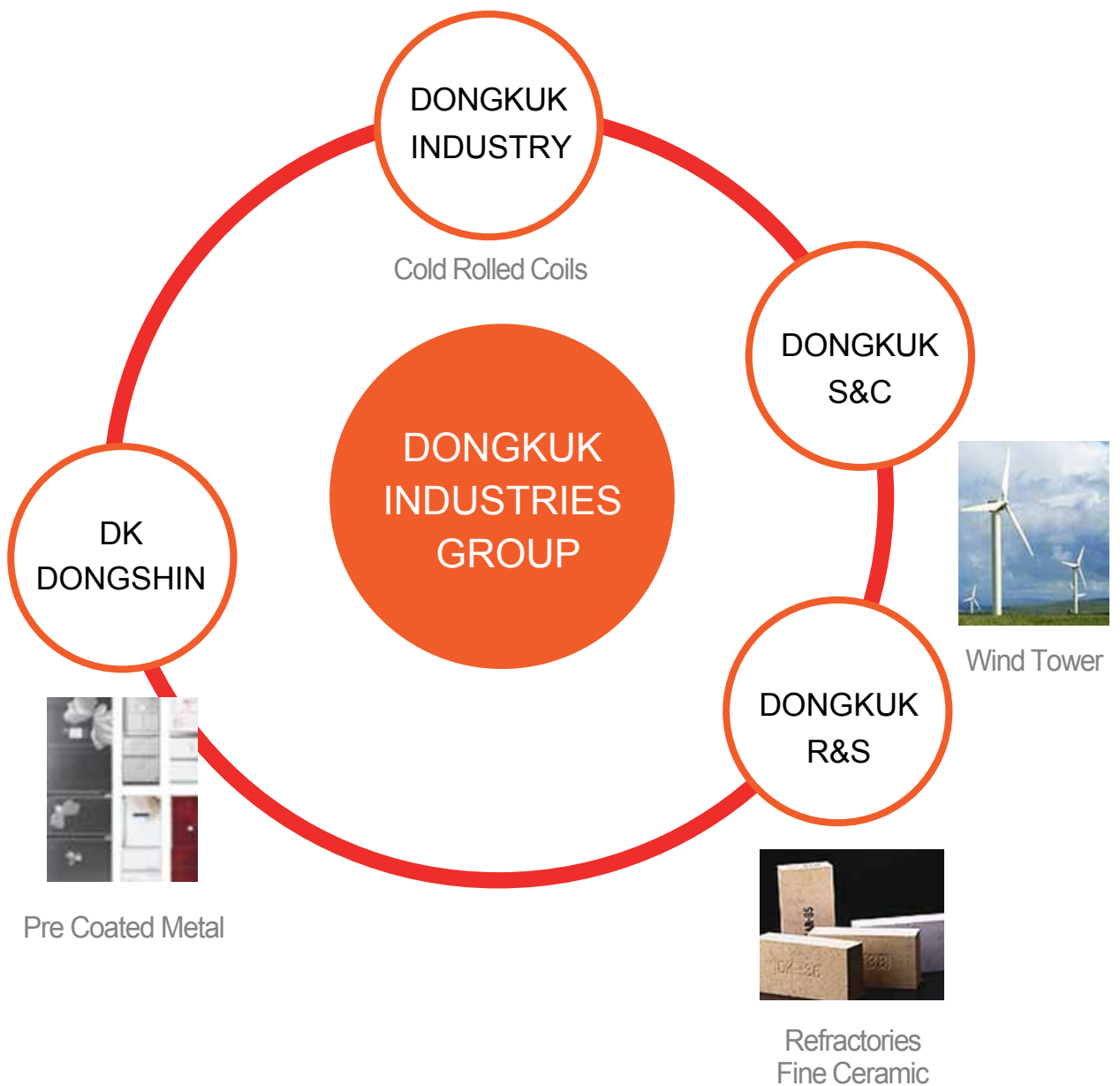
<b>1976.07</b>	Establishment of Company	<b>2004.11</b>	Awarded the 100 Million dollar export prize
<b>1982.09</b>	Started manufacturing LAMITAL	<b>2005.01</b>	Innovative Technology Award 2004.
<b>1990.11</b>	Started manufacturing PRINPIA	<b>2005.03</b>	Acquired America Bureau of Shipping Certification (ABS)
<b>1995.12</b>	Completed 'L' CCL at Pohang Factory	<b>2005.05</b>	Acquired Den Norske Veritas Register Shipping Certification (DNV)
<b>1996.07</b>	Obtained ISO 9001 certification	<b>2005.09</b>	6th Innovative Technology Award, silver prize certification
<b>1998.07</b>	Completed EGL at Pohang Factory	<b>2007.03</b>	Acquired Lloyd Register of Shipping Certification (LR)
<b>2004.01</b>	Completed 'P' CCL at Pohang Factory	<b>2007.03</b>	Acquired BeriStar- BV Certification (BV)
<b>2004.07</b>	Korean World-Class Product Award 2004 was awarded by the Minister of Commerce	<b>2008.05</b>	Established & New Company name DK DONGSHIN
<b>2004.09</b>	Obtained KSA 14001 / ISO 14001 certifications	<b>2010.11</b>	Awarded 50 million dollar export prize
<b>2004.10</b>	Acquired Korea Register of Shipping Certification	<b>2011.</b>	Awarded 70 million dollar export prize
<b>2004.10</b>	Acquired Korea Register of Shipping Certification	<b>2012.</b>	Awarded 100 million dollar export prize
<b>2004.11</b>	Completed Technical Research Center		



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# DK DONGSHIN CO.LTD

## Dongkuk Industries Group



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# DK DONGSHIN CO.LTD

## DongKuk Industries

DongKuk Industries were established in 1967 as Daewon-sa and try to do our best to be a global leading cold rolled steel maker continuously. Pohang factory is supplying 350,000 ton of cold rolled specail yearly through state of the art facilities. Products are alive with you whenever you ride in your car.



## DongKuk S&C

DongKuk S&C extends business segment from wind tower business to wind energy generation, new renewable energy business etc. We are trying to do our best to be a global eco-friendly company to establish sustainable energy system because of high oil price, environmental pollution, resource exhaustion and supporting policy of government scale now.

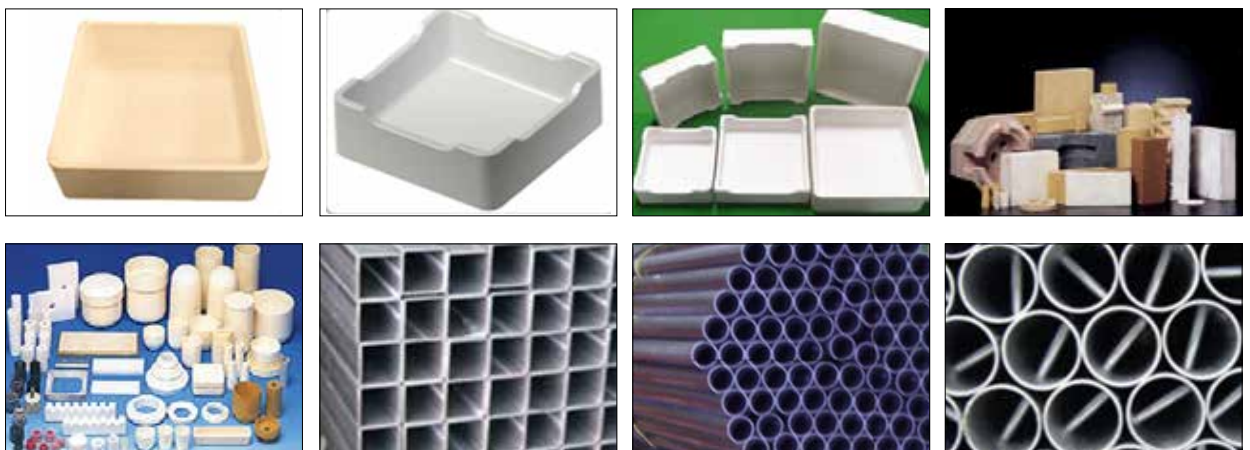


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# DK DONGSHIN CO.LTD

## DongKuk R&S

DongKuk R&S has speciality in refractory, fine ceramics as a new future opportunity of group. We are trying to do our best to be a leading company in the future.



## DK Dongshin

Based on our powerful will & driving force, through the technical development and cultivating talented men, DK DONGSHIN grew up as the world best PCM (Pre-Coated Metal) specialty company. We are specialized Multi-color printed steel sheet with beautiful colors, various patterns and textures for semi-permanent construction interior & exterior materials and high quality home appliances.



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## Location



HEAD OFFICE

## SEOUL

Design | Sales and Marketing

Add : 11F, 46, Dadong-Gil, Jung-Gu, Seoul  
Tel : 82-2-522-7870 Fax : 82-2-522-7876

BRANCH OFFICE

## GWANGJU

Sales and Marketing

Add : #7, 277, Mujin-daero, Gwangsan-gu, Gwangju  
Tel : 82-262-953-0310 Fax : 82-62-953-0311

FACTORY

## POHANG

R&D | Production | Administration Support

Add : 154, Daesong-Ro, Nam-Gu, Pohang, Gyeong-Buk  
Tel : 82-54-286-0050 Fax : 82-54-286-0176

BRANCH OFFICE

## CHANGWON

Sales and Marketing

Add : Hyundai Official, 55, Jungang-daero, Seongsan-gu,  
Changwon, Gyeong-Nam  
Tel : 82-55-284-8089 Fax : 82-55-262-9355

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DK DONGSHIN CO.LTD

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US\$ 1,000,000,000

**DONGKUK INDUSTRIES GROUP**





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# DK DONGSHIN CO.LTD

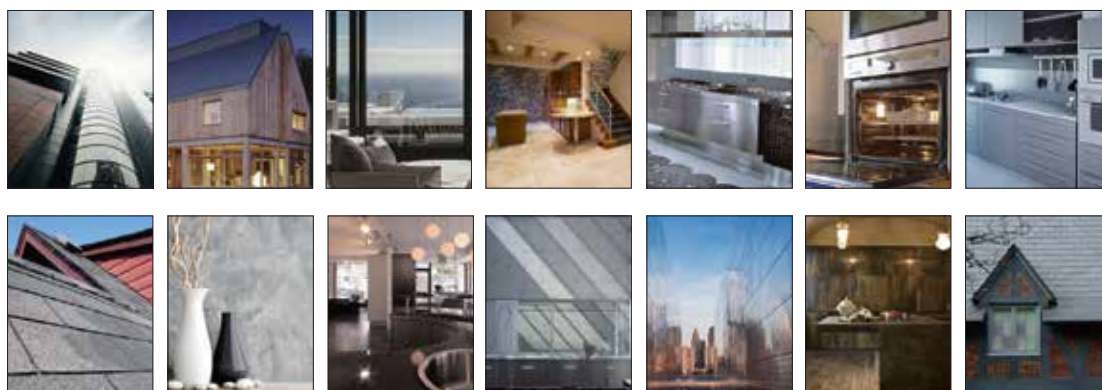
## DK DONGSHIN SHOW ROOM





## Products Descriptions

- NEW PRE COATED METAL** – ILLUSIA
- PRE COATED METAL** – PRINPIA | PRINTEX | UVPIA
- MONO PRE COATED METAL** – COLOR SHEET | TOPRITE | EMBO
- LAMINATING METAL** – LAMITAL | PETLITE | METALITE |



## Range of Application

- Home appliances** – Outer case of refrigerator, washing machine, microwave oven
- Construction material** – Interior and exterior panel for building, Roof, Ceiling, Fire door, Office furniture, Partition

## Main customers

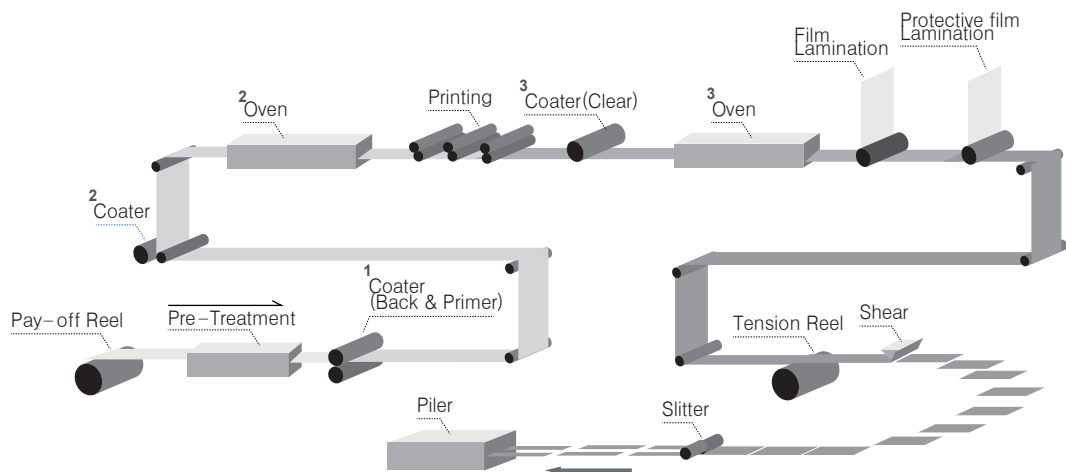
Through the businesses with the global leading companies, DK Dongshin is growing up as a global company with the recognition of its product qualities and performances.

- DOMESTIC** – SAMSUNG | LG | DAEWOO | ETC
- ASIA** – SAMSUNG | LG | SHARP | HITACHI | TOSHIBA | MITSUBISHI | HAIER | ELECTROLUX  
PANASONIC | WHIRLPOOL | GODREJ | VIDEOCON | WALTON | DAWLANCE | PEL
- EUROPE** – SAMSUNG | LG | PROM-M | METALL PROFILE | WHIRLPOOL | ARCELIK | VESTEL
- LATIN AMERICA** – SAMSUNG | WHIRLPOOL | DAEWOO | ELECTROLUX | DANICA



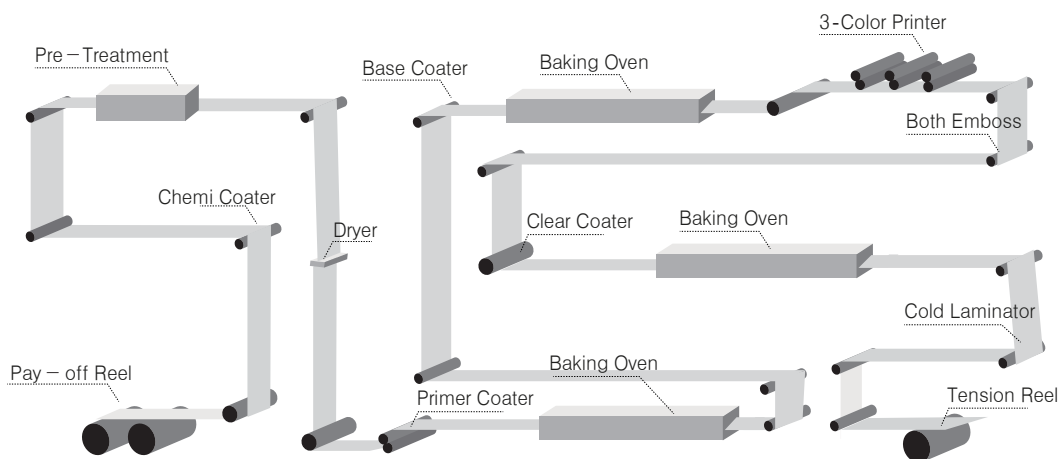
# Installation ability | Continuous Coating Line

**1CCL** | Refrigerator, Microwave oven, Washing machine, Fan heater, Air conditioner, Boiler



COMPLETION	CAPACITY	PRODUCT	LINE SPEED	BAKING SYSTEM	SCALE
1995.12	80,000MT	PAINT COATING & FILM LAMINATING	70M/min	3COATING 3BAKING	0.4-1.0 THK(mm) 500-1250 WID(mm)

**2CCL** | Interior and Exterior panel for building, Roof, Ceiling, Fire door, Office furniture, Partition



COMPLETION	CAPACITY	PRODUCT	LINE SPEED	BAKING SYSTEM	SCALE
2004.01	120,000MT	PAINT COATING & FILM LAMINATING	120M/min	3COATING 3BAKING	0.35-1.2 THK(mm) 500-1350 WID(mm)

## Main products | PRINPIA

Prinpia expresses various patterns through unique printing method on the base coated steel sheet. And it finishes with the transparent clear coating for the beautiful surface, gloss and weatherability. It's the eco-friendly product compared to the PVC film laminated steel sheets.

### Product Introduction

We paint base colors overlaid with print patterns using our specialized method (a selective final touch with transparent PET film for brighter surface can be added) to produce Prinpia, which is fit for home appliance and building materials. Cold-reduced Carbon steel sheets and strip (CR), Electrolytic Zinc-coated Steel sheets and plates, strips and Coiled sheets (AL) can be applied as raw material depending on the usage of the products.

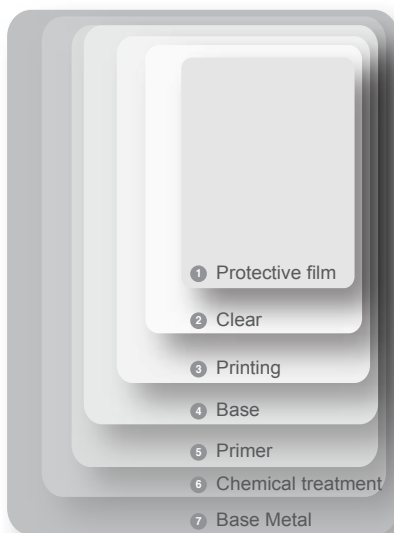
Various patterns and sophisticated appearance.

Prinpia is produced by 3 coating 3 baking system on the base coated steel, which is used for building materials and high quality home appliances.

The optional transparent PET film lamination is available for better gloss.

So the customers can have wide range of choice. Its raw materials are CR, EGI, GI and AL.

### Product Structure



LAYER	THICKNESS	TYPE	FUNCTION
① Protective film	5 $\mu$ m	Low-Density Polyethylene	Prevention of scratch and contamination
② Clear	10 $\mu$ m	Polyester	Protection printed layers and maintain the sense of surface touch
③ Printing	Below 1 $\mu$ m	Polyester	Creative various pattern and 3 colors printing available
④ Base	15 $\mu$ m	High-Durable Polyester	Excellent mechanical & chemical properties, beautiful appearance
⑤ Primer	5 $\mu$ m	Polyester	Improvement of adherence top layer, workability and anti-corrosion Characteristics
⑥ Chemical treatment	Below 1 $\mu$ m	Chrome	Improvement of the corrosion resistance and adherence of base metals
⑦ Base Metal	0.4mm ~ 1.2mm	GI, GA, GL	GI, GA, GL - Material with excellent corrosion resistance & weatherproof characteristic
⑧ Back	5 $\mu$ m	Epoxy	Improve corrosion resistance of the back and excellent adherence with urethane


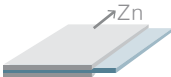
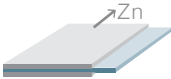

## Main products | PRINPIA

### Description of PCM Sorted by Base Metal

Base metal	Raw Materials	Application
Zn Hot-dip galvanized steel sheet	GL	Home appliances, Construction material
Electrolytic Galvanized Iron	EGI	Home appliances
GL	SuperGalum	Construction material
AL		Construction material, Tile, Board, Panel
CR		White Board

### Characteristics of Raw Materials

NOTE ⊕ EXCELLENT ○ GOOD △ NORMAL

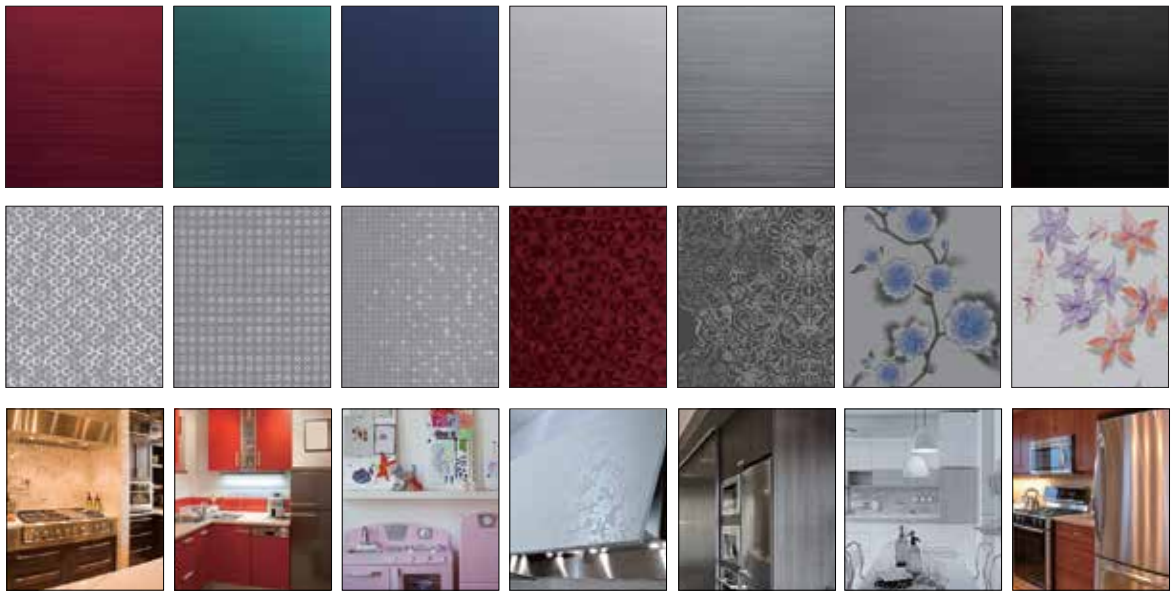
Coating Layer	Zinc Coating Weight	Characteristicstion			Application	
		Anti- Corrosion	Workability	Paint Ability		
CR			×	⊕	⊕	Home Appliances, Steel Furniture, Auto mobile Parts
GI	 60~300g/m <sup>2</sup>	⊕	○	⊕	Building Materials, Steel Furniture & Office Equipment, Auto mobile Parts	
EGI	 5~40g/m <sup>2</sup>	△	○	⊕	Home Appliances (Laundry machine & Refrigerator Door), Auto mobile Parts	
AL,STS		⊕	⊕	○	Building Marerials	

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# Main products | PRINPIA

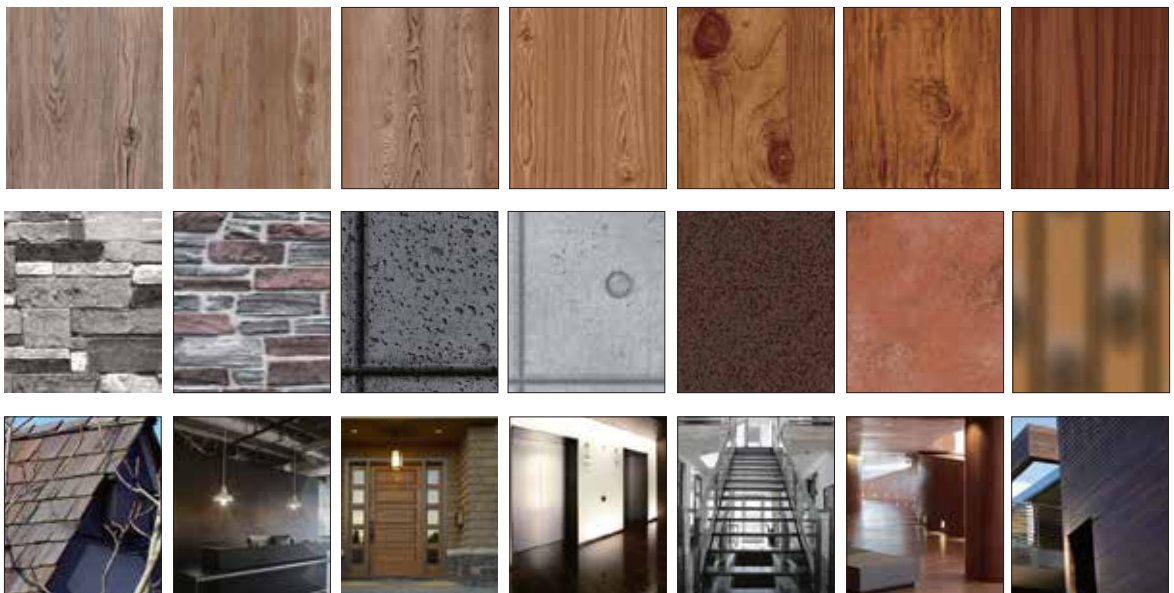
## Product Application | Homeappliance

\ Door of refrigerator, Kim-Chi refrigerator, Washing machine, Microwave oven



## Product Application | Construction Field

\ Building in/exterior, Roofing, Ceiling, Fire door, Partition, Office furniture



# Main products | ILLUSIA

## Cost reduction compared to aluminum

Illusia is DK Dongshin's unique brand with new production method, which realizes the metal's natural smooth color and texture. Its base metal is Zn-Ni plated steel with polishing process same as stainless steel.

**Product Introduction** \ 'Zn-Ni plated steel + High Quality Polishing + Special Paint Coating'  
 Customized PCM with various functional coatings

- **ECO-FRIENDLY** | Eco friendly appliances and construction materials without PVC
- **LOW PRICE** | Cost reduction compared to the stainless steel
- **REAL SUS** | Real Steel Hairline with stainless texture
- **HIGH QUALITY** | Using special Zn-Ni plated steel, excellent gloss and corrosion resistance.

## Structure of Cross-section

Base metal	Polishing	Coating
Special Zn-Ni plated	Remaining proper plating layer	Special polyester
Uniform and firm plating	Uniform surface roughness	Hardening special melamine resin
	Minimum debris	Excellent corrosion resistance and adhesiveness by special rust preventative
		Beautiful appearance and excellent chemical resistance

GUARANTEE	PE		HDPE		PVDF	
	OUT	IN	OUT	IN	OUT	IN
Peel & Flake	10YEARS	15YEARS	15YEARS	20YEARS	20YEARS	25YEARS
Color	$\Delta E \leq 6$	$\Delta E \leq 6$	$\Delta E \leq 6$	$\Delta E \leq 6$	$\Delta E \leq 6$	$\Delta E \leq 6$
Chalk	$\leq \text{NO } 6$	$\leq \text{NO } 6$	$\leq \text{NO } 6$	$\leq \text{NO } 6$	$\leq \text{NO } 6$	$\leq \text{NO } 6$

**Product Application** \ Door of refrigerator, Kim-Chi refrigerator, Washing Machine, Outer case of high quality home appliances





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## Main products | TOPRITE

Mono color pre-painted steel  
with great workability for home appliances.

### Product Introduction \

TOPRITE is the mono color pre-painted steel for home appliances, of which surface is painted with high workability and hardness. The raw materials are mainly applied to cold rolled iron (CR) and electro galvanized iron (EGI).

#### Great Workability, Cost Reduction

TOPRITE has high workability so that makes the post-treatment (Bending, Deep drawing, Drilling ) easy and possible to automate the assembly line. 2coatings and 2bakings method contribute to cost-down, and clear coating after base coating makes the beautiful surface.

### Product Application \

Refrigerator, Microwave oven, Washing machine, Fan heater, Air conditioner.



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## Main products | COLOR SHEET

Mono color steel sheet  
with excellent durability for construction.

### Product Introduction \

COLOR SHEET is the mono color steel sheet for construction interior/exterior materials, which has high durability (Fluorine, Polyester paint). Raw materials are applied to cold rolled iron (CR), electro galvanized iron (EGI), hot-dip galvanized iron (GI) and aluminum or aluminum compounds.

Elegant colors , Economical efficiency

With the elegant colors of COLOR SHEET gives you visual stability and can be applied any construction Materials. And COLOR SHEET can reduce the painting work cost and the labor cost. And its great corrosion resistance, weatherability and chemical resistance provides the long durability than any.

### Product Application \

Construction exterior : Roof, Outer wall (Factory, Store, Public facility and House)  
Construction interior : Inner wall, Ceiling, Partition and Fire door)



## Main products | SUSLITE

Suslite is the real metal(Al) foil laminated steel sheet, which perfectly expresses the feelings of real stainless and metal. It has excellent workability which completes this brand new product with superb physical property and beautiful surface.

### Product Introduction \

Real Metal Foil Laminated Steel

Suslite is laminated with aluminum foil with the same hairline as stainless, which perfectly expresses the feeling of stainless and also it can express the various colors and glosses. Its raw materials are CR, EGI, GI and Al.

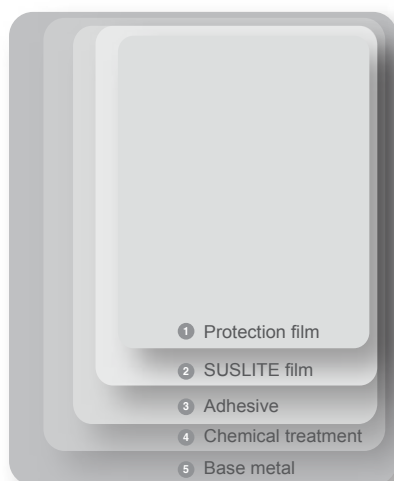
- Various designs with real SUS feeling and rich expressions.
- Realization of various glosses and rich texture, suitable for home appliances.
- Excellent workability and properties without directivity.

### Product Application \

Refrigerator door, Kimchi refrigerator, Washing machine, Outer case of high quality home appliances



### Structure of Cross-section



LAYER	THICKNESS	TYPE & FUNCTION
① Protective film	50~60 $\mu$ m	The protective film prevents scratches and contamination (option)
② SUSLITE film	60 $\mu$ m	Choice among glossy, half glossy PET, printed PET
③ Adhesive	5 $\mu$ m	This enhances an adhesive power between Film and Material and corrosion resistance
④ Chemical treatment	$\pm 200/m^2$	Cr-Free & Give an adhesive power and a corrosion resistance
⑤ Base Metal	0.4~1.2mm	Choice among CR, EGI, GI, AL



[www.dkdongshin.co.kr](http://www.dkdongshin.co.kr)

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