



Let's Create the Beautiful World

JONG IE NARA



Paper



Adhesive



Clay



Paint



Handy Soap



Book



SEOUL OFFICE 7F Jong Ie Nara Bldg., 166 Jangchungdan-ro, Jung-gu, Seoul, Korea 04606
TEL: (82-2)2268-5252 / FAX: (82-2)2277-5737 / www.jongienara.com / E-mail: jongie@jongienara.com

U.K. OFFICE 36 Hampton Close, Sutton Coldfield, Birmingham B73 6RQ, UK / TEL: (+44) 0121 355 8757 MOB: (+44) 07792 258620
www.colortreelimited.co.uk / E-mail: info@colortreelimited.co.uk / sales@colortreelimited.co.uk



www.jongienara.com
E-mail: jongie@jongienara.co.kr

Introduction



Head Office – Seoul, Korea



Plant – Chungju, Korea

In 1972, CEO, Do-hun Jung, founded **JONG IE NARA CO., LTD** in Korea and has been producing superior quality colored papers. JONG IE NARA has put tremendous efforts to inherit the Korean heritage of producing outstanding papers and finally JONG IE NARA developed its unique gravure printing process which allows the company to have both high quality and mass production.

Moreover, JONG IE NARA developed new technology of producing glue sticks without relying on other suppliers in 1990. With our superior R&D capability, we started to produce eco-friendly glue stick and other adhesive products such as air-dry clay products for kids. This technological excellence concreted JONG IE NARA to become a leading company in stationary and toy industries in Korea and allowed the company to export its products to over 68 countries.

JONG IE NARA stands for Paper world in English and the primary goal of the company is to improve standards of life through providing not only excellent products but also Korean paper culture. JONG IE NARA also started a publishing business in 1989, established JONG IE NARA Paper Museum in 1998, and founded Paper Culture Foundation in 2005 to preserve and spread out Korean paper culture. To execute our belief, we selected company slogan as

“Let’s create a beautiful world together”

JONG IE NARA Plant (Chungju, Korea)



Size: Approx. 49,590 m² (Photo by Google Earth)

1. Paper production
2. Molding production
3. Dormitory
4. Adhesiveness production
5. Warehouse and office
6. Power station
7. Soccer ground



▲ Manufacturing Process

Major Facts



Establishment

1972



**Employees
(2024)**

196



**Revenue
(2024)**

\$ 30M



**CAGR*
(2018-2023)**

6.4%



**Market Share
In Korea
(Colored Paper)**

>70%



Export

**>68
Countries**



Awards

**Silver Tower
Industrial
Medal
(President of
Korea, 2024)**



**Units of Paper
Sold pet year**

>1.5 Billion

Our commitments to create a beautiful world



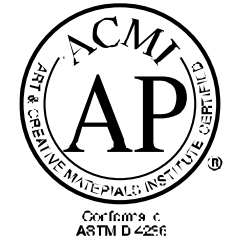
종이나라박물관
JONG IE NARA PAPER ART MUSEUM

Make high quality colored papers and kids-safe stationary products which are essential medium in school and homes for developing creativity.

Educate world by creating state of the art paper craft ideas and certifying international art teachers with Korean government.

Preserve Korean paper culture by collecting and exhibiting traditional paper artifacts and holds annual Korea Paper Culture Art Contest to expand the horizon of paper culture

JONG IE NARA Products and Certifications



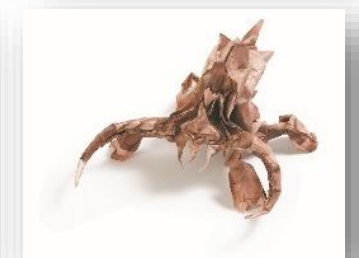
Voluntary Class in Thailand



USC Business School Class



Artifact from Chosun Dynasty



Contest Winning Artwork

Products

Paper Products

JONG IE NARA invented the mass production system with kid's safe water-soluble solvent for the first time in Korea. Over 50 years of excellence in production, JONG IE NARA has a wide range of products in various colors, from single and duo color papers for schools to 195 professional colors industrial products. Especially, JONG IE NARA colored paper is specialized in paper folding, worldwide paper folders use JONG IE NARA products in their art work.



Let's make a lot of animated things with papers!

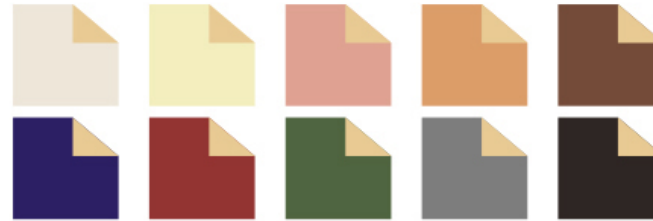
- 6 different themes - Paper Zoo, Garden, Vehicle, Galaxy, Aquarium, Blades
- Various types of paper included - double sided colors and eye-shaped stickers
- It can be used as a background for a cover.
- Recommended for paper folding beginners

Paper Products

The harmonious coexistence of all things

- Soft color on one side and subdued gloss on the other side.
- Recommended for intermediate or advanced paper folding users which require multiple steps of folding.

Contents ▶

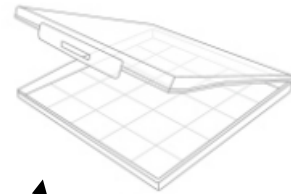


The first paper craft drone ever!

- 9 awesome paper planes designed by ex-fighter pilot
- No cuts needed, easy to make
- Fly up to 100 meters away



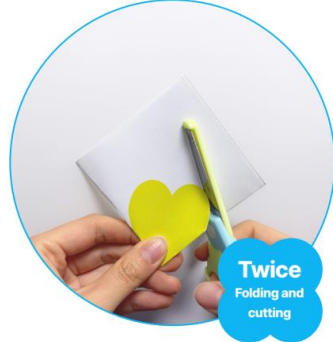
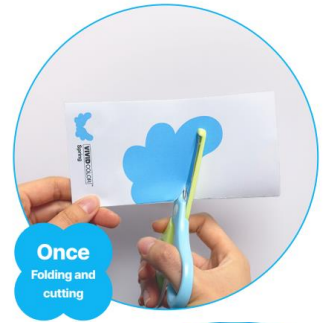
Paper Products



Case included

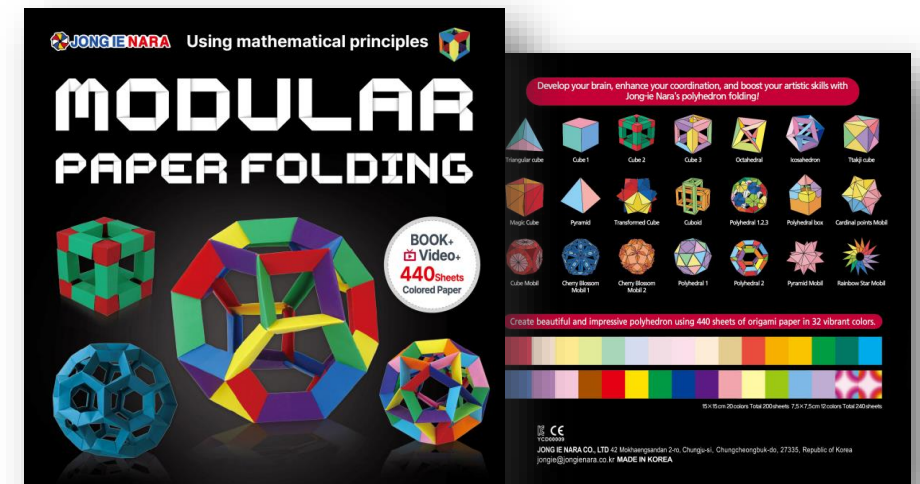
Let's do creative activities with vivid colors!

- Folding, origami, tearing, and various craft activities improve children's EQ, IQ, and sense of color.
- It is designed to make origami easy and fun to approach.
- It includes a wonderful folding design and playing method.



Boost your math skills through paper folding!

- Make a variety of polyhedrons with a lot of fun.
- Enhance accuracy & concentration.
- Improve geometric & mathematical concepts along with creativity & artistry.
- You can watch videos of difficult parts, so you can fold them step by step!



Paper Products



Fold, transform, and play with paper robots!

- Exciting paper folding with transformable robot cars and monsters.
- Includes pre-cut designer sheets—no scissors needed!
- Build and play with easy-to-follow English instructions.

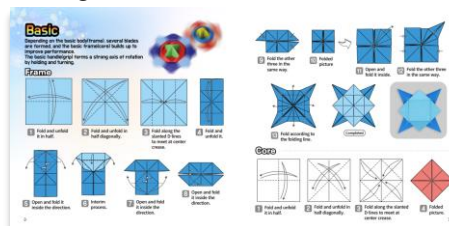


Plastic case packaging

Be the ultimate spin fighter by folding blades!

- No additional tools are needed—just the provided papers to create stunning blades.
- Just follow along with video tutorials by scanning the QR code on crafting your personalized blades.
- With options for attack and defense, you can engage in thrilling battles with friends.

▼ English Instruction



Paper Products



Create your own paper dolls and accessories!

- Innovative paper folding for role play
- Composed of a collection of clothes, desserts, furniture items, and accessories that girls love.
- Books and video clips are provided to guide users to play with them.



English Instruction

Adhesives

JONG IE NARA found an optimal solution for glue due to the understanding of nature of paper. JONG IE NARA glue has strong adhesive force with higher PVP than competitors and it is clear and transparent because it does not contain fluorescent materials, optical brighteners, and artificial colors. It has acquired the AP mark that guarantees non-toxic products by ACMI US and the CE certification of Europe. JONG IE NARA has been exporting our glue stick to over 60 countries for its quality.



It does not stain and applies transparently when used.

VIVID COLOR GLUE STICK

Adhesives

Non-Toxic, Smooth and Consistent White Glue

- Consistent quality of adhesiveness
- Hot selling product exported to more than 60 countries for the past 35 years
- Guarantee up to 3 years, suitable for use for up to 5 years in a good condition



Discover the magic of Color Glue!

- Includes 12 bold colors with sparkling gold and silver for added creativity
- Quick-drying, non-toxic formula
- Smooth application with strong adhesion, no mess or crumbling



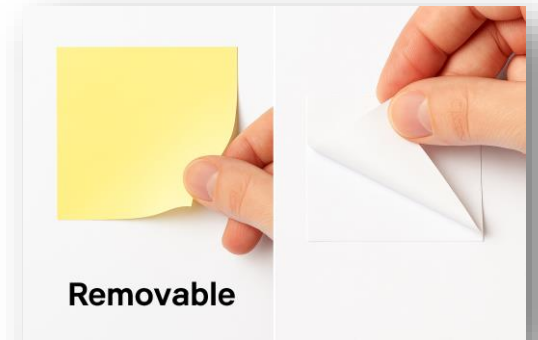
Adhesives

Removable Glue Stick

- Temporarily sticks and peels off cleanly, boosting work efficiency.
- Perfect for paper, memos, or lightweight materials like sticky notes.
- Ideal for mock-ups and displays — reusable without surface damage.



Easily attach & remove like a sticky note.



Disappearing Color Glue Stick

- Applies in a visible color for precise placement, then dries clear.
- Easy and safe for kids, students, and office use.
- Perfect for schools, offices, or crafts — a practical, multi-purpose glue stick for detailed work.
- Excellent sealing keeps it fresh for a long time when properly capped.

Paints



JONG IE NARA acquired **vivid color** factory in 2018 which had been producing paints based on over 200 colors of ink technology. With the finest pigments and well-refined medium, the paints are produced by making full use of material characteristics, enhancing the definition and transparency with the study of mixing up pigment & fixing agent and particle size. The bulk size packages are favored by schools and kindergartens in Korea.

Vivid Marbling Colors

- Developed with the principle of oil floating on the water.
- It is made of the best pigment and has natural spread and excellent color development.



- Made from high-quality pigments and refined medium, it is an even and soft product.
- It has excellent durability and is widely used in professional artwork.

VIVID COLOR



Glass Art



JONG IE NARA introduces glass art that allows you to freely create your own painting work. Glass art is free to attach and remove, and there is no stickiness in the place where it is attached after peeling. You can decorate mirrors, windows, and tiles pretty and develop children's sense of color and expressiveness. It has the advantage of sticking well to windows or glass without applying adhesive.

Let's make cute and diverse characters with glass art!

- Transparent color paint for glass
- When it completely dries , you can attach Glass Art on the window



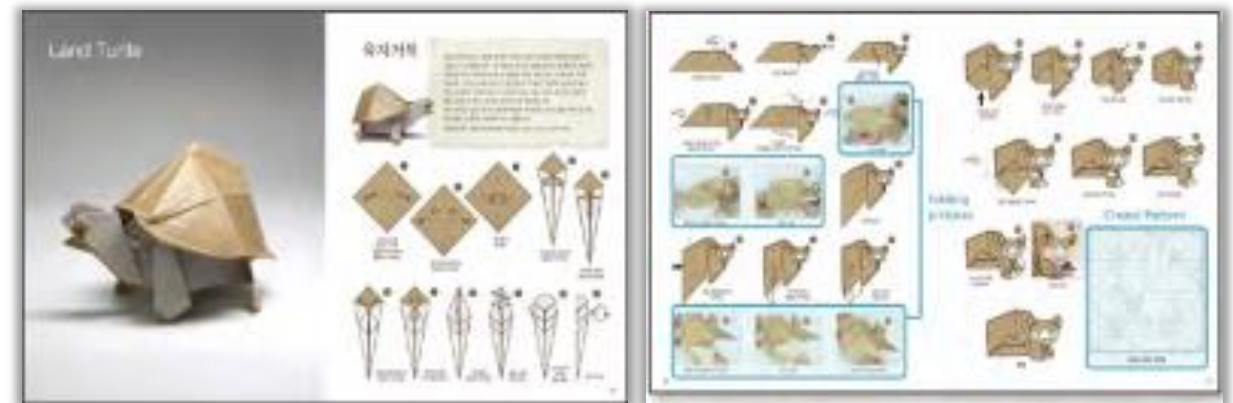
Books

JONG IE NARA has made tremendous efforts to disseminate paper folding which includes educational, artistic, medical values and to help readers experience the great pleasure of paper folding and paper culture. JONG IE NARA has been producing and exporting education materials with books over 65 countries.



The best paper folding book for paper folding enthusiasts!

This book is for beginners and intermediates to fold intermediate works and experience new things one by one. It will build your experience and lead you to growth to be a master. With careful explanations, you will understand secrets and underlying methods about the paper folding creations of this book.



Introduction

- **Paper Culture & Art Academy**
 - Annual elementary school teacher's job training
 - Offer lifelong paper culture education
 - Certify various types of paper crafts instructors
- **Marketing Activities**
 - Expand the applications of JONG IE NARA products by creating new art classes
- **Corporate Social Responsibility (CSR) Activities**
 - Voluntary activities through paper craft and various art classes



Major Facts



2005

Establishment



>250,000

Certificates
(Total)



116

of Domestic
Branch



38

of Global
Branch



>1,000

of Voluntary
Activities (per year)



Awards

- Contribution Award for enhancing symbol of Korea (President of Korea, 2001)



Awards

- Contribution Award for world peace and harmonizing Humanity (President of USA, 2002)



Awards

- Grand Prix Award for peace educationalist (United Nations, 2003)

Introduction

- **Exhibition**
 - Traditional and contemporary paper art
 - History of Hanji
- **Preserve and Discover Paper Art**
 - Paper Culture Art Open Contest
 - World Paper Folding Art Contest
- **Experiential Learning Class**
 - An appointed experiential paper culture learning center by Seoul Metropolitan Office of Education



Major Facts



1998

Establishment



10,217

**# of Visitors
(per year)**



>5,000

**# of Artifacts
(Total)**



5,133

**# of Experiential
Learning (per year)**



Awards

- **The Best Experiential Center (Korean Museum Association, 2011)**

Quality Assurance

Product safety is our top priority. JONG IE NARA acquired certifications which prove that our products do not contain any harmful materials. We always care about safety and bright future of our children using JONG IE NARA products.



Contacts



7F Jong Ie Nara Bldg. 166 Jangchungdan-ro, Jung-gu, Seoul, Korea 100-391
TEL: (82-2)2268-5252 / FAX: (82-2)2277-5737
JONG IE NARA Website: www.jongienara.com
PAPER CULTURE FOUNDATION Website: www.paperculture.or.kr
JONG IE NARA PAPER ART MUSEUM Website: www.papermuseum.or.kr
e-mail: jongie@jongienara.co.kr