



MAEPLYO CHEMICAL INTRODUCTION

회사 소개서

since 1946

The company of over 70 years of tradition and artisan spirit



01 Company Introduction

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CEO's greetings



Greetings, our valuable customers!

This is Maepyo Chemical, a company with more than 70 years of long history.

We have immersed ourselves in developing and producing seal inks with the spirits of master artisan since the foundation in 1946.

We have also concentrated on research and development in order to lead new culture of stationery industry without being satisfied with the 1st place of domestic seal inks industry.

We will make our best efforts to make products, full with our sincere care from our heart.

We are determined to use elaborate products to return customers' love as feedback.

Thank you.

CEO, Youn-seok Choi



Company chronology

1946. 06. Founded Maepyo Chemical Co.

- Samsung Chemical (at 231, Ssanglim-dong, Jung-gu) produced seal inks and copying paper
- 1957. 09. Registered "Maepyo" as the trademark and produced watercolors
- 1960. 10. Produced crayon and crapas
- 1961. 10. Produced POSTER COLOR and stopped production of watercolors
- 1968. 10. Received a special prize of the Chief Justice of Supreme Court (seal inks)
- 1970. 12. Received a special prize of the Chairman of Congress (seal inks)
- 1974. 06. Produced stamp(large) and stamp ink, and stopped production of crayon and crapas
- 1979. 10. Received a commendation of the Chief of Public Procurement Service
(Good Quality Field for Public Welfare)
- 1980. 03. Promoted automated production process of seal inks and stopped production of poster color
- 1987. 09. Produced SUNSTAR (solid paper count helper)
- 1990. 08. Produced MOULTO (pad inks)

2000. 08. Changed company name into Maepyo Chemical Co.

2007. 04. Youn-seok Choi took office (Change of representative)

- 2008. 12. Launched 'IF' brand
- 2009. 05. Produced new style stamp pads and keyboard cleaner
- 2016. 11. Established MPC Global Co.,Ltd.
- 2016. 12. Launched local off-line show room of the brand 'IF' (27-4, Dongho-ro 24-gil, Jung-gu, Seoul)
- 2017. 01. Agreement with Beijing Sung-young investment limited in China
- 2017. 04. Made a contract with Chinese major bookstore, YANJIYOU (言几又) and opened a shop in shop store
- 2017. 07. Agreement with Shanghai Ho-young investment limited in China

Company building

Old office
Jangchung-dong, Seoul



Company building

New office
Jangchung-dong, Seoul



Business line



BRAND SHOP
- In Seoul

▶ Imagination Factory

- Trendy global brand mall
- Products filled with various creative ideas
- Practical daily supplies
- Gift items
- Items stimulating sensitivity
- Space attracting people's attention
- Place making customers to visit again



Business line



BRAND SHOP
- In Seoul



▶ Product suppliers



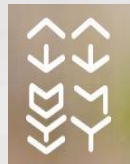
YOU & ME CORP
BEST WRITING INSTRUMENTS

지구화학
SINCE 1956

Aromate



gifti



MORRIS®

buyhearts®

LUMIR



MONKEY™
BUSINESS

aïrvita



decoration Design mo:f6

oplum°

monopoly

elevenplus

KIKKERLAND®

Appree



Dailylike
kind & homey

dmco

candleworks

WW
WoodWick.
— cracks as it burns —

K9CO

Business line



BRAND SHOP
- China

▶ TAG ME

- Cute and unique lifestyle item shop targeting female customers
- Sells living, lifestyle products and interior items, also has a perfume testing zone.
- '@' is used when people tag someone in the social media. The name 'TAG ME' means this is where people want to bring their friends or others.
- Place where people can share individuality and sensitivity



Business line



BRAND SHOP
- China

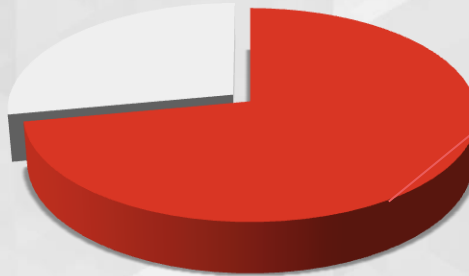




Distribution structure

Market share

About 72% of market share



■ Maepyo ■ Other



Seal-Inks — Stamp Pad — Market in KOREA

Distribution structure

Domestic companies

Business with more than 600
domestic companies





Patent and certification

Design Registration Certificate

Case for packing
Seal inks container
Ink bottle
Packing case for ink bottle
Containers for packing

Design Registration Certificate

Correction tape
Stamp pad
Keyboard Clean Stick
Can cover
SPONGE
Self inking stamp

Trademark Registration Certificate

SUNSTAR
Geumhak
MOULTO
Non-stop
MAEPLYO (mark, English, Korean)
MPC
if

Utility Model Registration Certificate

Ink container



THANK
YOU

