

Venta Korea Co., Ltd.

Introduction

2018



ventakorea.co.kr

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Brands / Products
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CSR

Airplane Scholarship Committee
Art/Cultural Support
Farming Village Support

Company Overview

Mission / Vision / Core Value

History

Organization

Company View

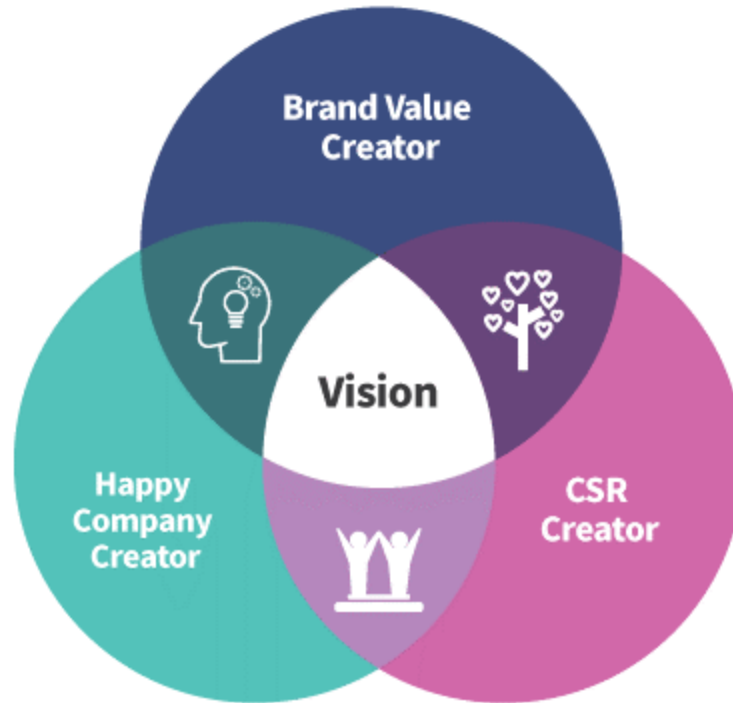
Mission / Vision / Core Value

MISSION.

LIFE STYLE

We create a new value for HEALTHY and HAPPY life of the Korean people.

VISION.



CORE VALUE.

벤타코리아 고객감동 **C.A.C**



Communicate

소통하라!

상대방의 입장에서 생각하고, 빠르게 행동한다.



Achieve Trust

신뢰를 얻어라!

사실에 입각하여 생각하고 일관성 있게 행동한다.



Challenge

도전하라!

새로운 관점에서 생각하고 가장좋은 방법으로 행동한다.

History

1990s

- 1994 Hyunwoo Star Co., Ltd. establishment - sister company for Sales Div. of Dongrim Star Co. Ltd.
Korea Sole Distributorship contract with German Venta Luftwascher GmbH – Dongrim Star
- 1995 Korea Sole Distributorship contract with German EGS GmbH – Dongrim Star



2000s

- 2001 Korea Sole Distributorship contract with U.S.A. Wilton Industries Inc. - Dongrim Star
- 2003 Venta Korea Co., Ltd. establishment
- 2005 Dongrim/Hyunwoo Star Co., Ltd. → Venta Korea Co., Ltd.
- 2009 Sisterhood setting-up with Murung-ri who is one of the villages in the JeJu Olle Trail



2010s

- 2010 Venta Scholarship establishment
- 2012 Company Mission/Vision/CoreValue establishment
- 2013 Being selected as a social contribution Enterprise by government
- 2014 Being awarded Prime Minister Prize for Farming Village Support
- 2017 Being selected as a cultural/art support Best enterprise by Ministry of culture & sports



* Launched Year (Korea Sole Distributor)

Organization



Company view

Head Office

3/F., Seojin B/D.,
Seolleung-ro 754-gil,
Gangnam-gu, Seoul,
06062
Korea



Logistics & Service

52-14, Tanbeol-gil,
Gwangju city,
Gyeonggi-do,
12747
Korea



CREATIVE Home Appliances Div.

Brands / Products

Distribution Partners

Marketing Activities

Trade Show Participation
On-line Event
Art/Cultural Support
Art Collaboration

Ads./P.R.

Subway Station
Bus Station
Bus
TV Drama (PPL)
TV News
Interview
Newspaper
Magazine
Blog
Web-toon
Internet

Brands | Products



Sole Distributor since 1994

- The world first & No.1 Airwasher
- German Technology & Brand since 1981
- Top market share in Europe
- Being sold in over 20 countries worldwide

venta.co.kr



Sole Distributor since 2008

- The world first & No.1 Air circulator
- U.S.A. Technology & Brand since 1945
- Top market share in America
- Being sold in over 15 countries worldwide
- Extending to various indoor air control products : Heater, Humidifier, Tower Fan, etc.

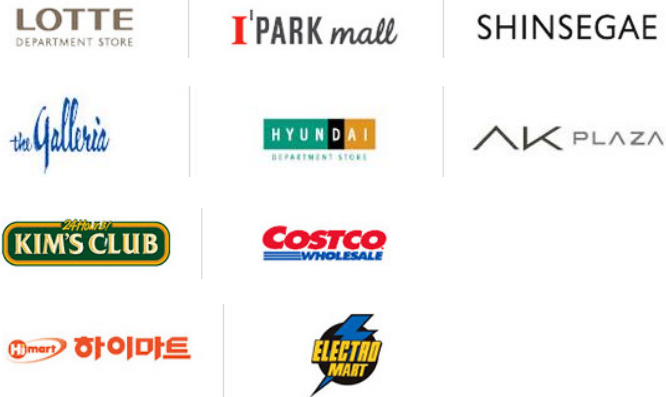
vornado.co.kr



Distribution Partners

OFF-Line

- Department Store
- Hypermarket
- Consumer Electronics Store
- Road Shop



T+E+Social Commerce

- TV Home Shopping
- Internet Shopping Mall
- Open Market
- Social
- Theme Mall



Distribution Partners

Department Store



Hypermarket | Consumer Electronics Store



TV Home Shopping



Marketing Activities

Trade Show Participation

Seoul Living Design Fair Since 2016 (once a year)

Int'l Clean Air Tech 2002 | 2003 | 2004 | 2005



On-line Event

Experience Event (2 weeks)

신청기간	2019.08.01(월) ~ 08.31(월)
모집인원	20명
신청방법	4~6인용 용량에 사용할 공간에 40000 CFM(초유량) 2루트/정품/정량형사인인기 일주이메일 : vta@venta.co.kr
제출신청서	제품 수령 후 3주 이내 사용 후기, 블로그 4월 15일까지 작성완료
제출신청료	2019.08.31(월)

* 783 용량 사용 공간 : 전용면적 30~40㎡(1인방~2인방), 1인방

특별 프로그램 안내	
적용 품목	- UV-25, UV-45는 1년간 해당 품목 사용
제출 신청 내역명	- 1명당 1회
신청기간	2019.08.01 ~ 2019.08.31

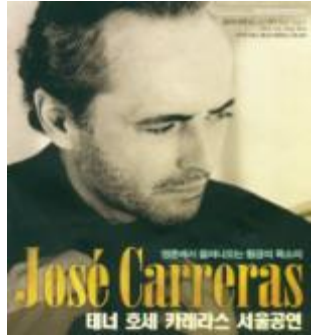
Comments Relay

댓글 수	이벤트 상품
1명	미국 시카고 광복 광공권 (1인 2매)
7명	벤타와 함께 70주년 기념 댓글 달기 이벤트
70명	시애틀 프리마켓 쿠폰 4장 세트

지금까지의 댓글 수는 총 3595건입니다.

Marketing Activities

Art/Cultural Support



Jose Carreras Performance in Korea (2009)

Venta Airwasher & Vornado AirCirculator set up in the room of J. Carreras at Park Hyatt Hotel & Performance Hall (Kyunghee University).



Since 2010



Incheon Municipal Symphony Orchestra

New World Philharmonic Orchestra



고양아람누리 세계적인 예술가를 만나는 곳

Goyang Aram Nuri Arts Center

Since 2009



Helmuth quiling



Hei-kyoung



Andreas scholl



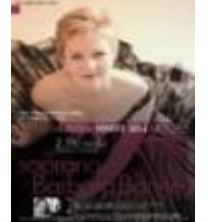
Hanna-Jang



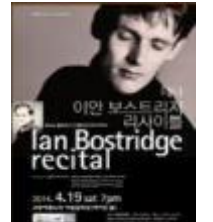
Trio Wanderer



Mark Padmore



Barbara Bonney



Ian Bostridge



Beethoven Journey

Marketing Activities

Art Collaboration

Art Package Box

Works of famous Artists → Our products Package box



Artist
Y.G. Kim



Artist
K.M. Nam



Artist
J.S. Park

VENTA Airwasher Scraps, become Art works - Recycled & Eco-friendly

"ECO Mir"



Artist : O.S. Lim



"Up to the Sky"



Installation Place : Lobby, Seoul Museum of Art

Marketing Activities

Art Collaboration

Vornado Air Circulator + Artists, become Art works - Vornado Art Fan since 2013

Auction Proceeds to Donation & Selling Art Fan limited Edition



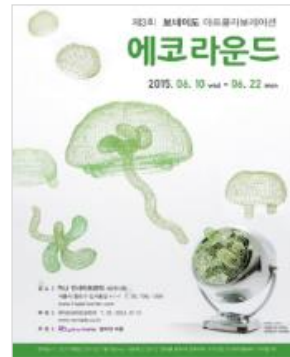
2013



2013



2014



2015



2016



2018



Ads. / P.R.

Subway Station

Venta (2011) - 30 years Anniversary



Bus Station

Vornado (2015)



Bus

Vornado (2017)



Ads. / P.R.

TV Drama (PPL)

KBS | 2015



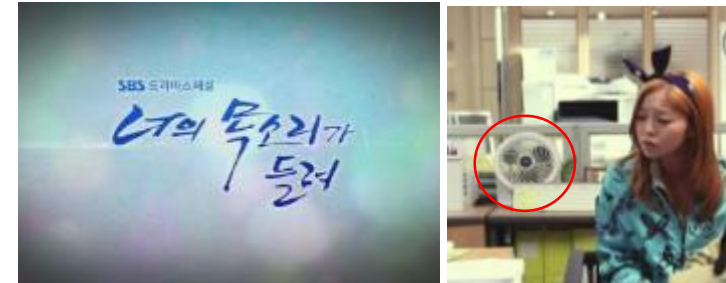
SBS | 2013



SBS | 2014



SBS | 2013



KBS | 2014



SBS | 2014



Ads. / P.R.

TV News



(2014.06.09)



Recycled Water Tank

Interview



Newspaper

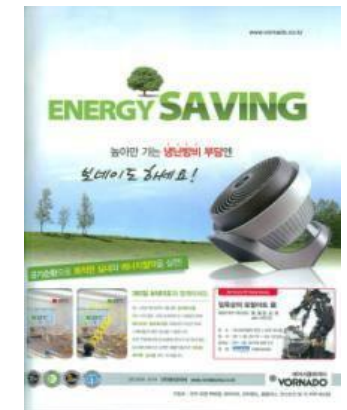
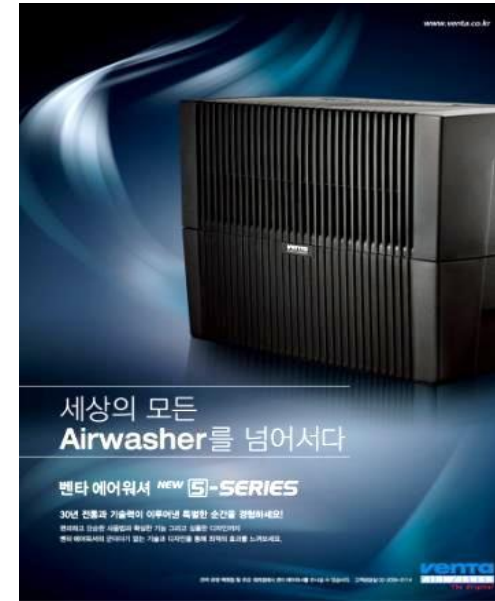


Ads. / P.R.

Magazine



Advertisement



Ads. / P.R.

Blog



Web-toon



http://www.venta.co.kr/SUB_PAGE/03_ventaData.asp?type_code=A25

<http://www.vornado.co.kr/shop/board/list.php?id=Cartoon>

Internet

Event – Vornado 70 years Anniversary



Keyword Searching



CREATIVE Houseware Div.

Brands / Products

Distribution Partners

Marketing Activities

Trade Show Participation
Contest + Art Collaboration
Seminar

Ads. / P.R.

Magazine
Internet
Blog

Brands | Products

Baking/Kitchen/Household line



Cake Decorating Tools / Foods / Class
U.S.A. brand



Home baking/kitchen Tools
Own brand



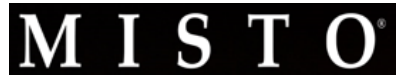
Food Oils & Flavors
U.S.A. brand



Home appliances | Baking, Kitchen, Household
Own brand



Commercial/Professional Bakeware
Taiwan brand



Food Oil Sprayer
U.S.A. brand

Hobby/Education line



Hobby/Educational product
U.S.A. brand



Paper crafts product
U.S.A. brand



Crafts products & tools
Own brand



Hobby/Educational products
Thailand brand

Brands | Products



Sole Distributor since 2001

- The largest & most diversified company in the cake decorating/celebration industry
- U.S.A. brand since 1929
- Top market share in America
- Being sold all over the world

wilton.co.kr



Brands | Products



Sole Distributor since 2018

- Food Oils & Flavors
- U.S.A. brand since 1962

lorannoils.co.kr



Brands | Products

MISTO®

Distributor Since 2018

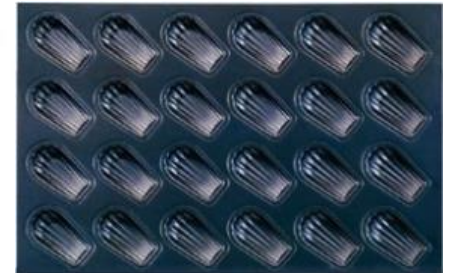
- Kitchenware
- U.S.A. brand



Since 1976

Sole Distributor since 2006

- Top commercial/professional bakeware
- Taiwan brand



Brands | Products



Sole Distributor since 2015

- Hobby/Educational Products
- U.S.A. brand

perlerbeads.co.kr



Since 2012

- Crafts products & tools
- Own brand



Distribution Partners

OFF-Line

- Hypermarket
- Bookstore / Fancy-Crafts shop
- Teaching class
- Wholesale



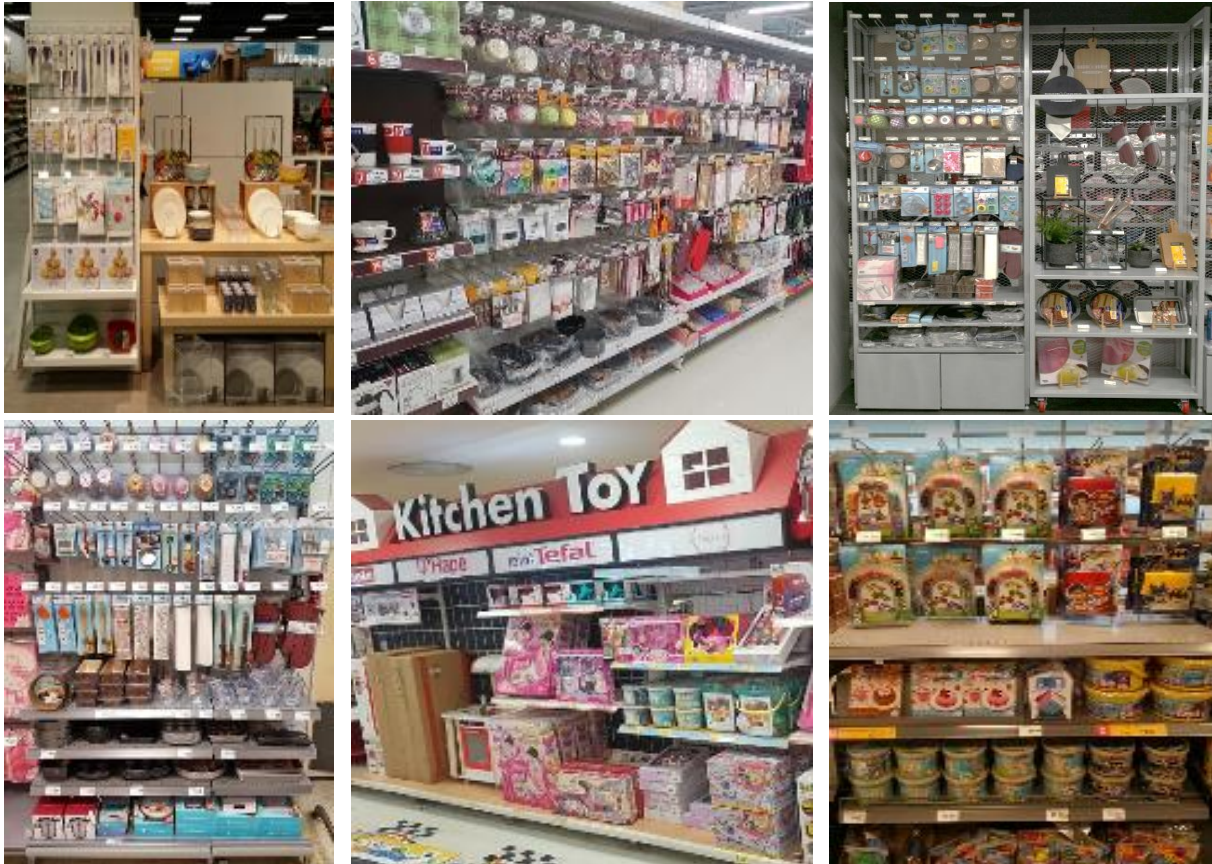
E+Social Commerce

- Internet Shopping Mall
- Open Market
- Social
- Theme Mall



Distribution Partners

Hypermarkets



Off-line road shops



Marketing Activities

Trade Show Participation



Seoul Int'l Café Show

2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017



Seoul Int'l Bakery Fair (SIBA)

2009 | 2011



Int'l Food Industrial Exhibitions

2008 ~ 2015



Seoul Int'l Educare & Kids Fair

Since 2011 (twice a year)



Seoul Int'l Photo & Imaging Show

2011 | 2012



Marketing Activities

Contest + Art Collaboration

Wilton Contest
Since 2009 (once a year)

+
Art Collaboration
Artists + Cake Decorators
2012 | 2013 | 2014



Scrapbooking Contest
2012 | 2013 | 2014



Perler Beads Contest
Since 2016 (once a year)



Marketing Activities

Seminar

WMI Seminar
(Wilton Method Instructor)
2008 | 2010 | 2013 | 2015



CSI Seminar
(Certified Scrapbooking Instructor)
2012



PBI Seminar
(Perler Beads Instructor)
2016 | 2017



College Special Class

Wilton Class
2017 | 2018



Ads. / P.R.

Magazine



CSR

Corporate Social Responsibility

Airplane Scholarship Committee

Art/Cultural Support

Farming Village Support

Venta CSR, Giving Back to Society



Venta CSR

Based on our 3 core value of Communicate, Trust & Challenge, we are trying to join the effort to make the world better above just making corporate profit by sharing with the neighborhood.

Activity Scope

Focusing on the development of the creative support activities above the normal ways, we are doing various activities such as local voluntary group support, farming village support and youth scholarship support, etc. Also, in order to be given the opportunity learning Arts to the less privileged through the Artists' talent donation, we are continuously communicating with the local government.

Venta CSR Vision

Venta Korea members aim for the ideal giving back to society system that learning more joy & consideration as sharing more gives back again to society & customers.

Airplane Scholarship Commitee (飛行奇)



Since 2010

Purpose

To support the students who are not in good home circumstances but study hard & have potential. These students could be also another supporters for other students after their growing up in future.

→ Virtuous Circulation effect

Co-work with Namyangju city (local government)

→ Systematic & Sustainable



Art/Cultural Support



G.P.S. Art Navigator

- Since 2013
- Venta Korea Co., Ltd. created a program to support the atelier/economy/other situations of painting artists. We offer the individual atelier of G.P.S. to each artist for free for 2 years in order for them to concentrate on their art works. And we match the artists and sponsors.
- Co-work with Gyeonggi Culture Foundation
- G.P.S. the 3rd – moving in (2018.01.01.)



G.P.S. (Gallery Purple Studio)



G.P.S. Gallery



G.P.S. Atelier



Art Mentoring Program

- Since 2014
- Matching program of G.P.S. resident Artists & Venta Scholarship Students
- "Artists" = Mentor (Talent Donation),
"Students" = Mentee (Learning to paint)
- Holding an Exhibition (Annually)



Art/Cultural Support

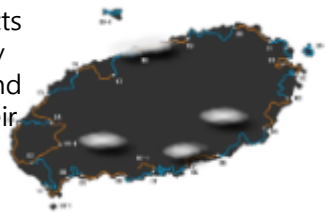
Jeju Olle

- Jeju Olle – Friend company since 2008



Jeju Olle

Jeju Olle searches for the hidden trails in nature, reconnects & restores them by eco-friendly way and then, promotes their existence to many people. Jeju Olle trail became a symbol of healing & resting.



Murung

Grandparent's home

We set up a sisterhood with one of Jeju Olle villages whose name is "Murung-ri" and created a program/brand to help/support their economical independence. This program is to help their agricultural products' PR & selling.

Jeju Olle Tourist Center



- G.P.S. Artists Talent Donation

G.P.S. Artists made the 14 guest rooms(doors) of Jeju Olle Tourist center with their works (2016)



gallery PURPLE



제주올레
JEJU OLLE TRAIL



Kyushu Olle (Japan)

- Venta Korea members visit (2016.03.)



Kyushu OLLE (Hirado & Takeo courses)



Farming Village Support

Murung Grandparent's home

- **Sisterhood since 2009**
- Daejung village - Murung 2-ri (Jeju Olle Course village) & Venta Korea Co., Ltd.
- Created "Murung Grandparent's home" program
 - To support Daejung Village's economic independence & vitalization
 - Monthly, delivery agricultural products of Jeju to members (annual membership)
- **Being awarded various Prizes from the government organizations as the best Enterprise for social(farming) contribution**
 - Farming Village Social Contribution certified Enterprise (2013)
 - Prime Minister Prize (2014)
 - Farming Village Social Contribution certified Enterprise (2015)
 - Being selected as the best Village Enterprise by Ministry of Government Administration & Home Affairs (Twice)
- **President Jae-In Moon's visit to Murung Grandparent's home (2017.06.)**



2009
 • Sisterhood Setting up
 • First start/delivery of the program



2011
 • Farming Association establishment.
 Number of members (25)



2014 Brand Renewal / Display store open



2015 Proclamation of Vision 2020



2017
 President Jae-In Moon's visit and packing experience (2017.06.16.)



감사합니다
Thank you



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