



# Company Profile

FAST · STRONG · SMART

**Roichen co.,ltd**

NO 401, 414 OGEUM-RO SONGPA-GU, SEOUL, KOREA.

Tel: 82-2-401-2422

# ABOUT US WHO WE ARE

- **1975** Established Cheil Engineering
- **1976** Registered as a part manufacturing partner of Saehan Automobile Vehicle
- **1980** Start mold manufacturing installation
- **1981** Completion of plastic injection molding machine equipment
- **1996** Changed the company name from Jeil Engineering to Myoungmoon Industries
- **1997** Developed and produced color fluorescent food container, double color tableware
- **1998** Development and production of electric toothbrushes
- **1999** Approval of permission from the Ministry of Health to manufacture medical products
- **2000** Developed and produced SENSME airtight food containers acquired by the International Patent and Invention Patent Office
- **2001** Changed the company name from Myungmoon hwaseong to Myungmoon LC Co., Ltd.  
Q quality assurance mark certified from Korea Environment Merchandise Testing Institute  
HS sanitary safety quality certification (Q quality assurance mark certified )
- **2002** Expansion of Pocheon Factory  
Participated in Seoul International Household Products Fair 2002  
Safety inspection certification (Korea Testing & Research Institute)  
Selected as a hit product for SENSME airtight food containers (Hankook Ilbo)

# ABOUT US WHO WE ARE

- **2002**
  - Selected as ITF Trade Frontier Company
  - Selected as a promising export small and medium enterprise in 2001
  - Icebox awarded as an Good Design (GD) Fair
  - Attended Seoul Gift Show in 2002
  - US Food and Drug Administration FDA approval
  - Participated in Hong Kong Houseware Exhibition
- **2003**
  - Participated in Seoul International Promotional Products & Household Goods Exhibition
  - Selected for environmental management system ISO1440
  - Participated in Hong Kong Houseware Show
  - Selected for GD mark certification at the Good Design Award (Chaos vegetable spinner, Chef Lock Vacuum Sealing Container)
  - Participated in Seoul Gift Show
- **2004**
  - Selected as the best product by the Korean Standards Association (Vacuum food container, Vegetable spinner, Ice box)
  - Participated in Tokyo Gift Show
  - Participated in Seoul International Promotional Products & Household Goods Exhibition
  - Selected for environmental management system ISO1440
  - Participated in Hong Kong Houseware Show
  - Selected for GD mark certification at the Good Design Award (Chaos vegetable spinner, Chef Lock Vacuum Sealing Container)
  - Participated in Seoul Gift Show
- **2005**
  - Venture company certified (new technology company)
  - Selected as a company for special military service (Military Manpower Administration)



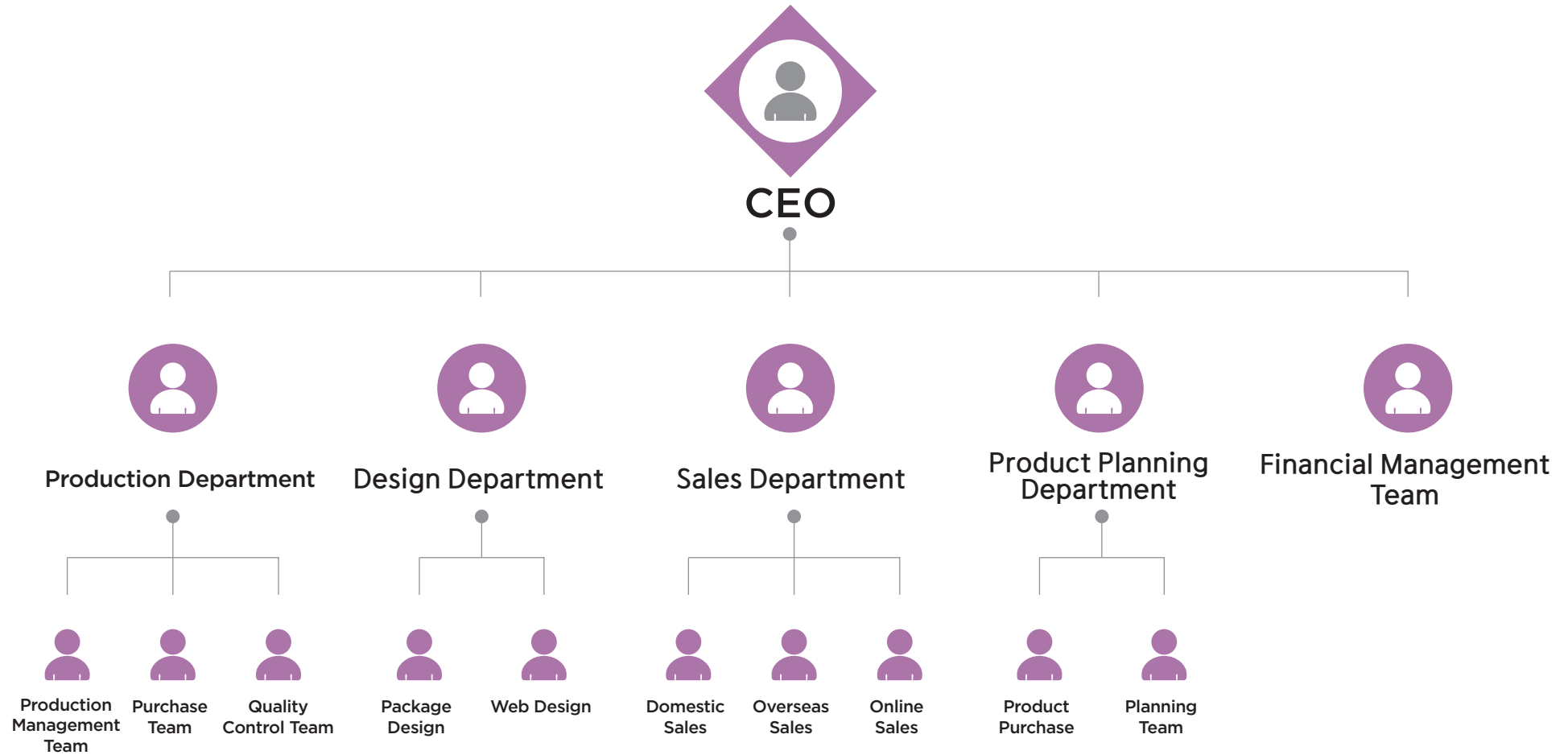
# ABOUT US WHO WE ARE

- **2006** Technology innovative small and medium business (INNO-BIZ) certified (Small and Medium Business Administration)
- **2007** Awarded in Good Design Award (GD) – Multi Cooking Shaker
- **2008** HS sanitary safety quality certification (Korea Testing & Research Institute for Household Products)  
Selected as a venture company (Korea Technology Finance Association)  
Subscribe to Producer Compensation (PL) insurance (Korea Chamber of Commerce & Industry)
- **2009** Selected as an excellent industrial design exhibition (GD) mark – Aroma Fresia  
Participated in Hong Kong Houseware Show  
Selected as an excellent company brand in Seoul by Hi Seoul
- **2010** Participated in the Ambiente Consumer Goods Fair in Frankfurt, Germany  
Participated in Hong Kong Houseware Show
- **2011** Selected as the best knowledge service company
- **2012** Awarded in RED DOT DESIGN AWARD  
Awarded in GOOD DESIGN AWARD  
Awarded as the best brand in '2012 Consumer's Choice' for 2 consecutive years  
Smart pot released
- **2013** Awarded as the best brand in '2013 Consumer's Choice' for 3 consecutive years  
Awarded in Creative Management Award  
Low pressure pot released  
Krystal Kankan released  
Charcoal vacuum food container released  
Kessel (detachable handle) pot released

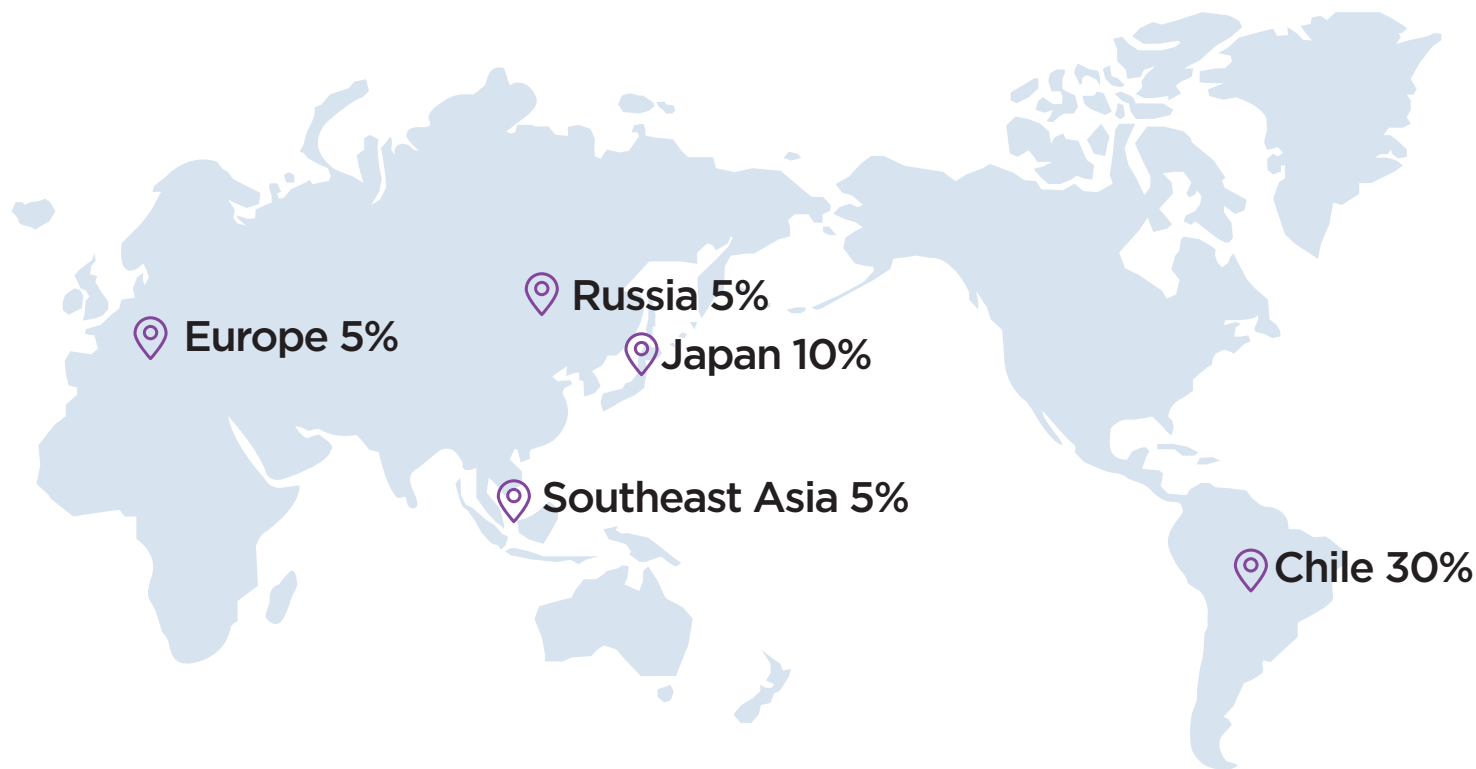
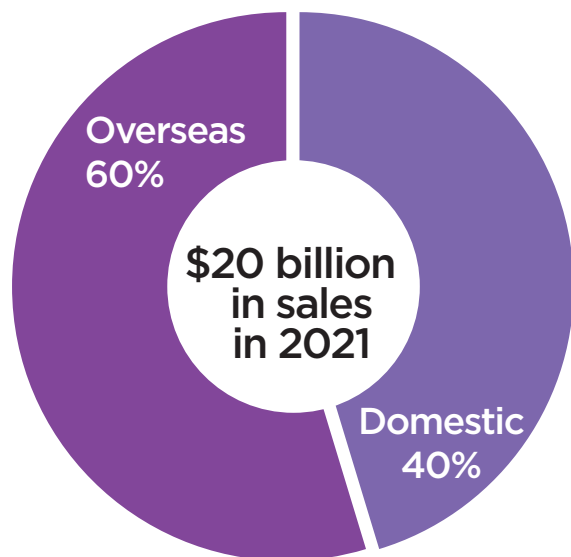


# ABOUT US WHO WE ARE

- **2014**
  - Participated in the Ambiente Consumer Goods Fair in Frankfurt, Germany
  - Participated in Chicago Houseware Fair
  - Participated in Tokyo Gift Show
  - Participated in Hong Kong Houseware Show
  - German QVC Home Shopping Broadcast
- **2015**
  - Participated in the Ambiente Consumer Goods Fair in Frankfurt, Germany
  - Awarded as the best brand in '2015 Consumer's Choice'
  - Participated in Tokyo Gift Show
- **2016**
  - Participated in the Ambiente Consumer Goods Fair in Frankfurt, Germany
  - Participated in Tokyo Gift Show
  - Awarded in RED DOT DESIGN AWARD
  - Awarded in GOOD DESIGN AWARD
  - Awarded as the best brand in '2016 Consumer's Choice'
- **2017**
  - Awarded as the best brand in '2017 Consumer's Choice'
  - Awarded in RED DOT DESIGN AWARD (Multi Cooker, Rice Cooker)
  - Awarded in GOOD DESIGN AWARD (Easy Tray)
- **2018**
  - Awarded as the best brand in '2018 Consumer's Choice'
  - Awarded in IF Design Award (Multi Cooker)
  - Awarded in German Design Award (Vacuum low pressure cooker, Multi Cooker, Easy Tray)
- **2019**
  - Awarded as the best brand in '2019 Consumer's Choice'
- **2020**
  - Participated in the Ambiente Consumer Goods Fair in Frankfurt, Germany
  - Participated in Chicago Houseware Fair



Export Status in 2021 (Exporting to over 30 countries)





Aluminium Cookware



Aluminium Cookware



Chae Um - Ceramic Pot



The Health Pot



Cook With Me



Natural Ceramic Pot



Premium Pot



Waffle Pan



Aluminium Cookware

Cast Iron Pot



Clad SS Pot



Ceramic Bowl Set



SS Rice Pot





Camping Goods



## Yogurt-Cheese Maker

Milk Serum Separator



Yogurt Maker



Cheese Maker



Yogurt Starter





Living Goods

Posture Correct Chair



Easy Tray



Living Box



Air Fryer





## Food Container



Charcoal vacuum food container, Salad spinner, Food bin, SS bucket

Charcoal vacuum food container



Salad spinner



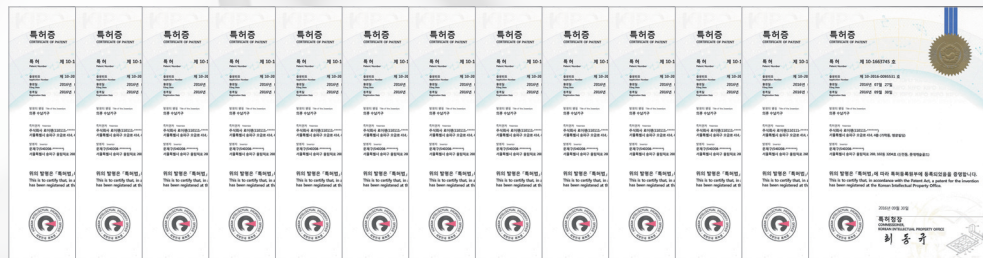
Food bin



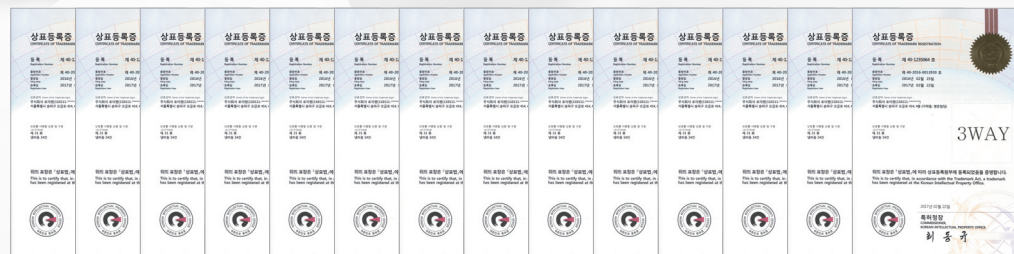
SS bucket



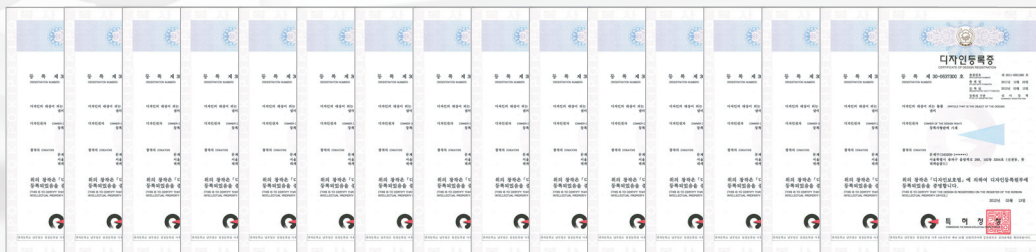
## About 80 technology patents



## About 80 trademark registrations



## About 100 design registrations





## Awarded record

### Good design award



### German design award



### PIN UP



## Awarded record

### Red dot design award



### IF design award



### Awarded as the best brand in 'Consumer's Choice' for 10 consecutive years





# Company Profile

*Thank you*

**Roichen co.,ltd**

NO 401, 414 OGEUM-RO SONGPA-GU, SEOUL, KOREA.

Tel: 82-2-401-2422