



monami®

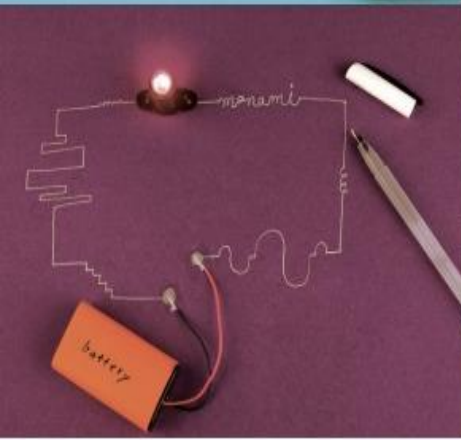
2023

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MONAMI is always with you.

Overview *“Express Yourself, and Touch the World around You”*

*Monami means “My friend” in French.
Like a good friend, we would like to be around whenever, wherever we
are needed.*



Overview

잡는 순간, 갖고싶다!

이제 더 이상의 FINE은 없다—
모나미 화인프러스!

20여년간 줄곧 베스트셀러가
되어왔던 모나미 프러스펜을
더욱 현대감각에 맞게 개량한
모나미 화인프러스(FINE PLUS!)
심세하고 세로운
탈(Tip)구조와 캡(Cap)디자인
여섯가지의 미려한 일크색상!

더 가늘게 더 선명하게
더 오래 쓸 수 있는
모나미 화인프러스—
이제 더 이상의 FINE은 없다.

highest quality
MonAmi
ultra fine marker

極細수심

**모나미
화인프러스**

일크색상: 청색, 적색, 녹색, 노랑, 파랑, 보라
길이: 150mm

모나미 화인 프러스펜은
탈 구조가 세로로 바뀌어
글씨를 더 가늘고 선명하게
쓸 수 있습니다.

TEL: 02-430-0202 FAX: 02-430-0203

모노그램메이커

모나미

화가나서 밟아 버렸죠!



왜냐구요?

일리가 세지
옳고 바르겠어요!
또 글씨 몇 개 쓰다 보면
일리가 없나오구요!
그래서 밟아 버렸죠.
아름다운 문구품
모나미 문구품을 자랑하는 화
가 씨씨 모나미

감상용 유서들이 많아요!
아무가 나쁜 짓 아니었겠
말한 건 아니오!
말하진 않니 바보요.

그럼 시 앞으로 온
KS 마크의
모나미 문구품은
꼭 화성하거든요! 했죠.

아름다운 문구품 모나미 씨씨
의 화성하거든요! 하겠지요!

모나미

문구품
모나미씨씨
모나미씨씨

모나미 화학 株



엄마, 아빠가 더 잘 알고있는
전통의 「왕자파스」

**에쁘게 그려져요!
몬아미 왕자파스**
Mont Ami OIL PASTEL

18색 24색

(한편의 후진 왕자파스와
사이에 있는 몬아미오일
아는것이면 아들이든 딸이든 모든 것을
세상 그대를 가르쳐주세요.)

한국문화재단
몬아미 회사

[illegible]

1

Overview

ALL ABOUT MONAMI

**Number of countries that sell Monami products**

100

Monami actively seeks to expand its business in the global market and continue growth. In Turkey, Oil Pastel makes up 70 percent of the market share. The revenue from international sales takes up 30 percent of the entire revenue as Monami seeks to increase that percentage in the future. As the proud Korean writing instruments company, Monami exports to 100 countries all over the world including China and Turkey.

**Total number of product categories from Monami**

130

Despite shrinking market for writing instruments due to the use of digital devices, Monami turns to new markets for new possibilities. Beyond conventional writing products for everyday use, Monami is developing new products for industrial and specialty use. Pushing to transform itself into an everyday lifestyle brand, Monami offers writing instruments in 130 product categories.

**Number of manufacturing facilities**

4

Monami expanded its business to Thailand 20 years ago and established manufacturing facilities there. Monami produces products for global sales in the facility that is about 2,4750m² in size. Products for sale in Korea are made by affiliated manufacturers Plamax and Hurex by OEM. There are four manufacturing facilities as well as their affiliate T-Pex who takes care of the logistics, transportation, and storage.

1

Overview



Percentage of net sales per product line

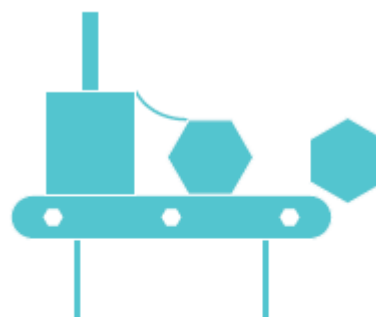
153 Ballpoint Pen, Name Pen, Monami Permanent Marker, Board Marker, Plus Pen, and Bottle Magic Permanent Marker are some of Monami's steady selling products. Out of total net sales, Name Pen ranks highest at 29 percent followed by Monami Permanent Marker at 23 percent, 153 Ballpoint Pen at 18 percent, Board Marker at 14 percent, Plus Pen 3000 at 9 percent, and Bottle Magic Permanent Marker at 7 percent. The statistics are based on 2014 net sales rather than sales volume.



Length of a line a Monami 153 Ballpoint Pen can draw

1000~1200M

A 153 Ballpoint Pen can draw a line as long as 1000 - 2000m. This length is comparable to the height of some of the mountains in Korea.



Volume of daily production of 153 Ballpoint Pen

200,000

At one point, as many as 1.2 million 153 Ballpoint Pens were being produced per day. But with the use of digital devices which led to less demand for writing instruments, approximately 200,000 pens are currently being produced on a daily basis. Instead, increase in production of markers for everyday and specialty use are making up for the difference.



153 Ballpoint Pen's accumulated sales volume

3,700,000,000

In the last five decades, 3.7 billion 153 Ballpoint Pens were sold. When added together, the length of these pens can go around the Earth 12 times.

2

History

DIVERSIFICATION OF BUSINESS

1990 ~ 1999



1997

Established EXPRESS LINE Co., Ltd

1990

Established HANGSO Co., Inc.

1990

Established MONAMI Date System (Changed name to One Mate in 2006)

GROWTH

1970 ~ 1989

1989

Launched MONAMI THAILAND

1988

Relocated to the new plant in Ansan (Combined Plants 1 & 2)

1974

Changed company name to MONAMI Co., Ltd.

1974

Listed on Korea Stock Exchange

1970

Built Factory 2 in Seongsu-dong



ESTABLISHMENT AND SUCCESSION

1960 ~ 1969

1968

Granted KS Mark by Korean Industrial Standards

1967

Established MONAMI Chemical Engineering Co., Ltd.

1963

Built Factory 1 in Seongsu-dong

1963

Began production of 153 Ballpoint Pen

1960

Established Kwangshin Chemicals



2

History

BEGINNING A NEW 60 YEARS

2010 ~ 2021



BECOMING A GLOBAL DISTRIBUTION COMPANY

2000 ~ 2009



2020

60th Anniversary of MONAMI

Launched Monami Store on Amazon USA, SHOPEE, LAZADA

Established Monami Cosmetics

2018

Opened MONAMI Concept Stores (Lotte Department Store)

Launched premium pen (153 Neo Fountain Pen)

Completed expansion of the Amata Factory in Thailand

2016

Opened second (DDP) and third (Everland) MONAMI Concept Stores

2015

Opened first MONAMI Concept Store (Hongdae)

2015

Selected as Good Design product (153 Respect, 153 Neo)

2010

50th Anniversary of MONAMI

2010

Built the Amata Factory in Thailand

2009

Won the RED DOT AWARD for the first time

among Korean stationery companies for Professional Permanent Marker

2007

Launched MONAMI STATION

2006

Established MIS (MONAMI Imaging Solutions)

2001

Established Shanghai MONAMI Stationery Co., Ltd. (China Corporation)

2001

Established ZENITH MONAMI (Joint Corporation in Poland)

2

History

Product History

1960s



Oil Pastels

This product was originally called "Wangja (왕자: Korean word for prince) Pas." It was popular among children in the 1960s. The Oil Pastels entered the Turkey market in 1994. Monami applied the high-end pricing strategy to match the prince image of the product claiming over 70 percent of the market share in Turkey.



153 Ballpoint Pen

153 Ballpoint Pen was the first ballpoint pen which was indeed an innovation introduced to the Korean market. Simple in design with only the essential parts for functionality, Monami's 153 Ballpoint Pen is easy to use and carry around. This pen marked the modernization of Korea as a society and has become the most familiar writing instrument in the country.



351 Sign Pen

This is the first water-based nib pen in Korea. The name "Sign Pen" comes from the fact that the pen writes

clear when used to sign papers. The name "Sign Pen" has become part of the Korean vocabulary as a proper noun.



Bottle Magic Permanent Marker

Monami was the first company to introduce markers in Korea as well. The name literally translates as "Bottle Magic (병마직)" and is fondly nicknamed Magic Marker by Koreans. It is indeed a magic marker that writes on any type of surfaces like walls, wood, brick and more.



Plus Pen 3000

Plus Pen is an iconic water-based nib pen in Korea. Because of its pointed tip, you can express details with fine lines and it writes very smoothly. Depending on the different pressure you apply to the pen, you can create different line weights making this pen a favorite among many aspiring cartoonists and calligraphers.

1970s



Monami Permanent Marker

As a follow-up to the ever popular Bottle Magic Permanent Marker, the Monami Permanent Marker proved to be convenient for portability with a finer tip.



Brush Pen

Depending on how much pressure is applied, the Brush Pen can express different nuances to the writing or drawing. It is useful for signing guest books at special events or for Sumi-e painting. The modern reinterpretation of traditional Asian writing instrument is brilliantly demonstrated in Brush Pen.



Audena

Audena is the first OMR card reader marker introduced in Korea. The name "Audena" comes from the Korean phrase "Oediena (어디나-이)" which means anywhere. The name accentuates the fact that the pen writes on virtually any type of

surfaces including paper, glass, and metal. There were no reports of failure to read from OMR card readers with this marker.



Name Pen

As the name suggests, Name Pen was designed for students to label their belongings easily.



Highlighting Pen

Highlighter contains light beams with longer wavelength compared to conventional color inks. This enhances the ink's brightness and intensity. Monami was the first to develop and commercialize Memory S Highlighter. The company has also developed a series of highlighters including Edding Super, Fax Memory, Jumbo Memory, and Memory Bank.



Charm Pen

This is the first of its kind with its ballpoint measuring 0.1mm. This product was renamed and is currently being sold as the Aqua Plus Water-based Pen.

1980s – 1990s



Mini Mechanical Pencil

This is the first product in Korea that was designed with image transfer technology. Monami read the trend shift at the time and introduced a series of cute and chubby palm-sized mechanical pencils. Every month, Monami released bold and colorful designs.



Jeller Pen

The Monami Research Institute launched a new product Jeller Pen by using a groundbreaking gel ink pen first introduced by a Japanese stationery company Zebra as a benchmark. The Jeller Pen is made with neutral cellulose ink that writes cleaner than the gel-based Japanese product and leaves less ink residue.



Professional Permanent Marker

This is the first stationery product in Korea to receive the Red Dot Design Award. The marker is versatile and is designed for places like construction or industrial sites. It is easy to grip even when wearing protective gloves.



Water-based Ball Series

The Water-based Ball Series is the first stainless ballpoint tip products Monami introduced in Korea. The ballpoint tip does not dislocate even after the ink runs out. The advertisement at the time boasts writing distance of over 1,200m.



Board Marker

This alcohol-based dry erase marker was first introduced by Monami in Korea to resolve problems created by blackboard and flying chalk dust. It leaves no residue on the whiteboard, and erases easily.



153 Fisherman

This special pen was produced to pay homage to Pope Francis' visit to Korea. The 153 Fisherman is currently exhibited in two locations - the Vatican Museum in Rome and the Monami headquarters.



153 Limited Edition

On January 2014, Monami was in the spotlight when 10,000 of 153 Limited Edition were released in celebration of their 50th anniversary. On the first day of its release, it topped the online search engine ranking and sold out instantly.



153 ID Ballpoint Pen

This product brings the original 153 Ballpoint Pen to the next level. It retains the original design but has a metal body with brass and is plated with chrome finish.



153 Respect

Inspired by 153 Fisherman, it has a metal body with sophisticated detail. 153 Respect stands out in brown, dark blue, and deep gray.



153 Neo

153 Neo boasts a trendy design geared toward youthful sensibilities. It comes in five different colors, and they are stylish enough to make a fashion statement.



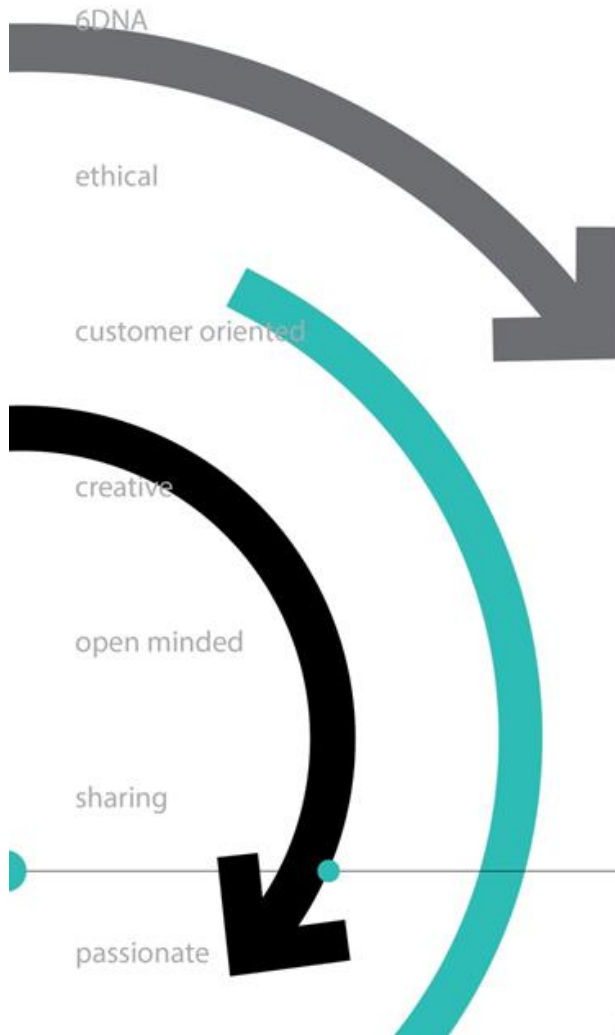
153 ID Mechanical Pencil

This premium mechanical pencil has the look of the 153 Ballpoint Pen with the sleek metal body design. It has a nice grip and does not slip out of your hand easily.

3

"6 DNA"

Vision



Vision of monami

Anytime, Anywhere,
in your everyday life.

3

"Moving to a Global Brand"

Mission

Provide solution for everyday life & work environment with diverse range of products.



4

Field of Business

Stationery Business

Domestic Sales

Overseas Subsidiaries

Overseas Sales

- Wholesale / Retail Stores (Traditional Trade)
- Vender for convenient stores
- Hypermarket, Chain Stores, etc (Modern Trade)
- Monami Thailand
- Shanghai Monami
- Zenith-Monami
- Exporting to over 60 countries all over the world

Other Business

monami^{pet} MONARTE

Affiliates

HangSo monami^{Imaging Solutions} PLAMAX M-TEC

PARKER WATERMAN PARIS Tombow MOLESKINE STABILO

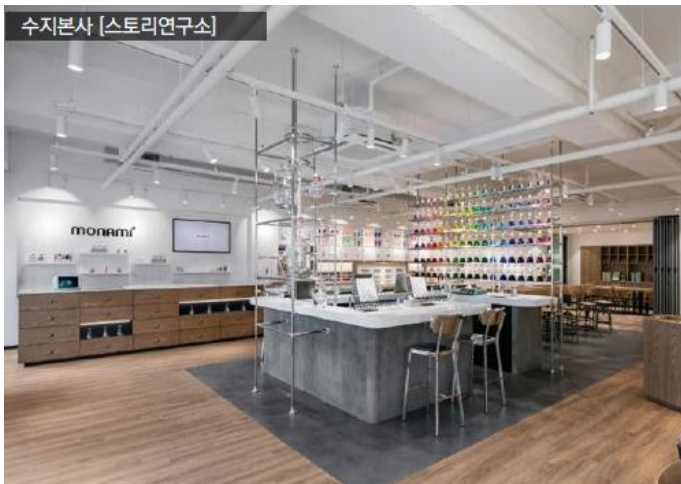
hp SAMSUNG 삼성전자 EPSON® brother®

4

MONAMI CONCEPT STORE

Fields of Business

- Opening of a multi-cultural space where users can freely experience and communicate with consumers along with the release of premium ballpoint pens and various markers. The Suji Headquarters [Story Research Center], which opened in 2017, operates a one-day class for ballpoint pen DIY, ink DIY experience, and product utilization. Providing Opportunity and Value



5

Affiliates



- Divided from MONAMI special publication department in 1990 as a separated corporation
- Achieved rapid growth in the stationery market since the begin of import & distribution business of Parker pens
- Importing and distributing the products of many high-class stationery brands such as Parker, Waterman, Rolodex, Talens, Tombow, Uchida, and so on
- Also distributing the products of Moleskin, Stabilo, Sakura



PARKER

The Waterman logo features the word "WATERMAN" in a serif font, with "PARIS" in a smaller font below it.



Tombow

The Moleskine logo features a small, stylized icon of a book or a series of vertical lines, followed by the word "MOLESKINE" in a bold, sans-serif font.



- Founded in 2006 for the purpose of business extension to Printing Service Provider
- Provides rental service of OA equipment and printing service through a strategic alliance with Samsung
- With IMAGING SOLUTIONS, the cost of office printing expenses could be reduced up to 30% of the amount.



삼성전자

The Epson logo features the word "EPSON" in a bold, sans-serif font, followed by a registered trademark symbol (®).

The Brother logo features the word "brother" in a lowercase, sans-serif font, followed by a registered trademark symbol (®).

5

Affiliates



- Divided from MONAMI special publication department in 1990 as a separated corporation
- Producing Nibs, Tubes, Ink Reservoirs



- M-Tech Co., Ltd. is specialized in the production and injection of stationery products, which produces and supplies Monami products, representative brands of Korean stationery. We promise to work tirelessly to become a first-class company that pursues world-class competitiveness and top quality in stationery product production in a rapidly changing era with original technology and abundant experience in the production of writing instruments.

6

Overseas
Business**THAILAND** MONAMI THAILAND (BANGKOK)

ADDRESS

#475 Siripinyo Bldg., 12th floor, Si Ayutthaya Rd., Khwaeng
ThanonPhayathai, Khet Ratchathewi, Bangkok 10400
Thailand

TEL

+66-2-640-0980-2

FAX

+66-2-640-0983

SNS

www.facebook.com/monami.thailand/

CHINA SHANGHAI MONAMI (SHANGHAI)

ADDRESS

Building No.9, 1388 ,XingXian Road, Jiading District,, Shanghai, China.

TEL

+86-21-69521210-69521216

FAX

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HOMEPAGE

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SNS

weibo.com/shmonami

THAILAND MONAMI THAILAND (AMATA)

ADDRESS

Amata City Industrial Estate 7/281 Moo. 6 Mabyangporn,
Plaukdang, Rayong 21140 Thailand

TEL

+66-38-6508091-4218

POLAND ZENITH MONAMI (WARSAW)

ADDRESS

ul. Poleczki 23, 02-822, Warsaw, Poland

6

Factories & Overseas Subsidiary

Overseas
Business

**Plamax Co., Ltd.
(Korea)**



Hurex Co., Ltd. (Korea)



**T-pex Co., Ltd.
(Korea)**



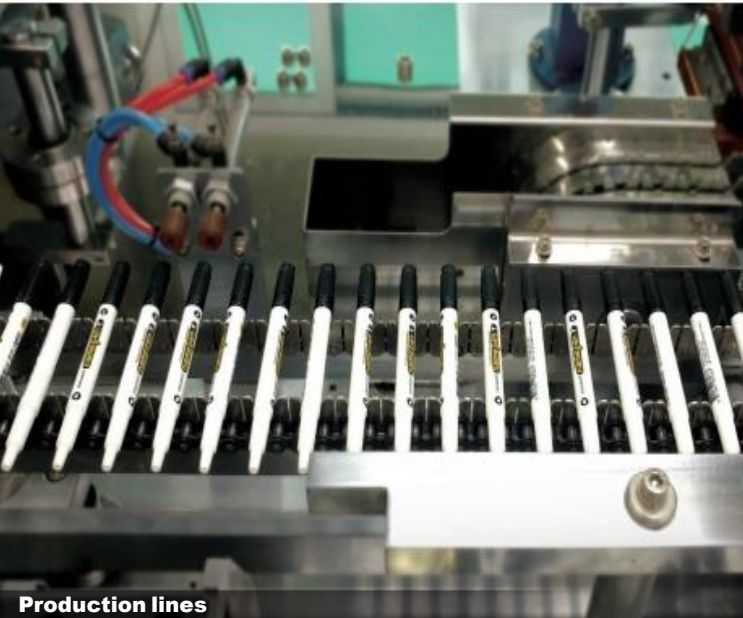
**MT (Production/Sales)
(Thailand)**



**ZM (Sales/Logistic)
(Poland)**



SM (Sales) (China)



Production lines



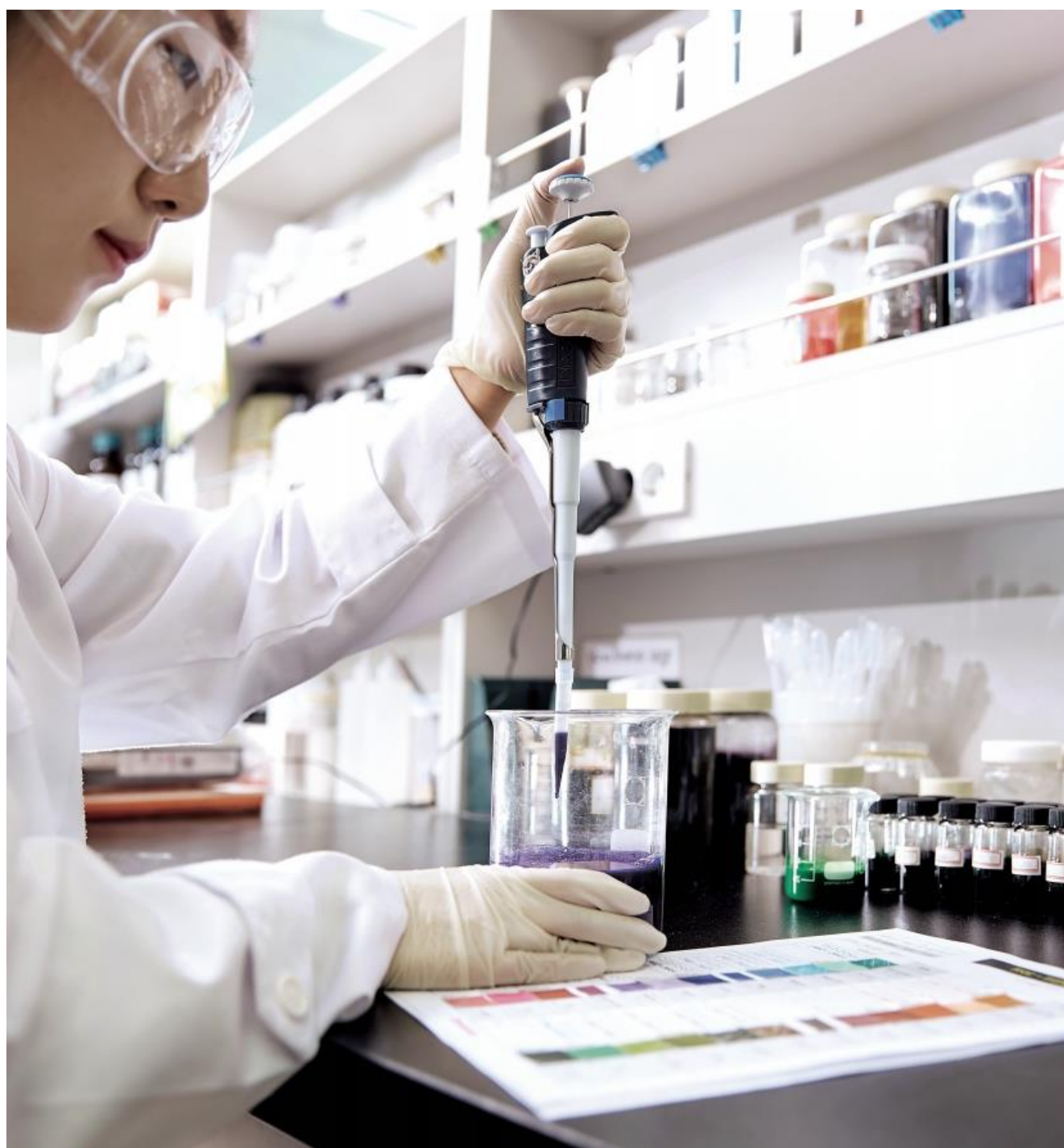
Tip maker



Manufacturing facilities on-site tour and briefing session for international buyers



View of the Amata factory in Thailand



Made by Monami

The phrase “First of a kind” is frequently associated with Monami.

Monami is recognized for their expertise and technological competence brought on by the establishment of the in-house Research Institute. The Monami Research Institute is made up of researchers who work in teams set up according to writing instrument categories. Due to this effort, Monami has obtained capabilities to manufacture its own ink and develop new technologies.

“SigmaFlo” is a globally patented technology developed by Monami using liquid ink. The pen maintains crisp ink consistency until it runs out completely.

Monami uses high-quality materials and ensures strict quality assurance standards through the use of electron microscope to aid in precise tip research, analyze hazardous factors through ICP, GC/MS equipment.

Monami also has a manufacturing facility in Thailand which is equipped for self-sufficient production with optimized productivity.



Examination of tip under the optical microscope



Heavy metal test



SigmaFlo writing test



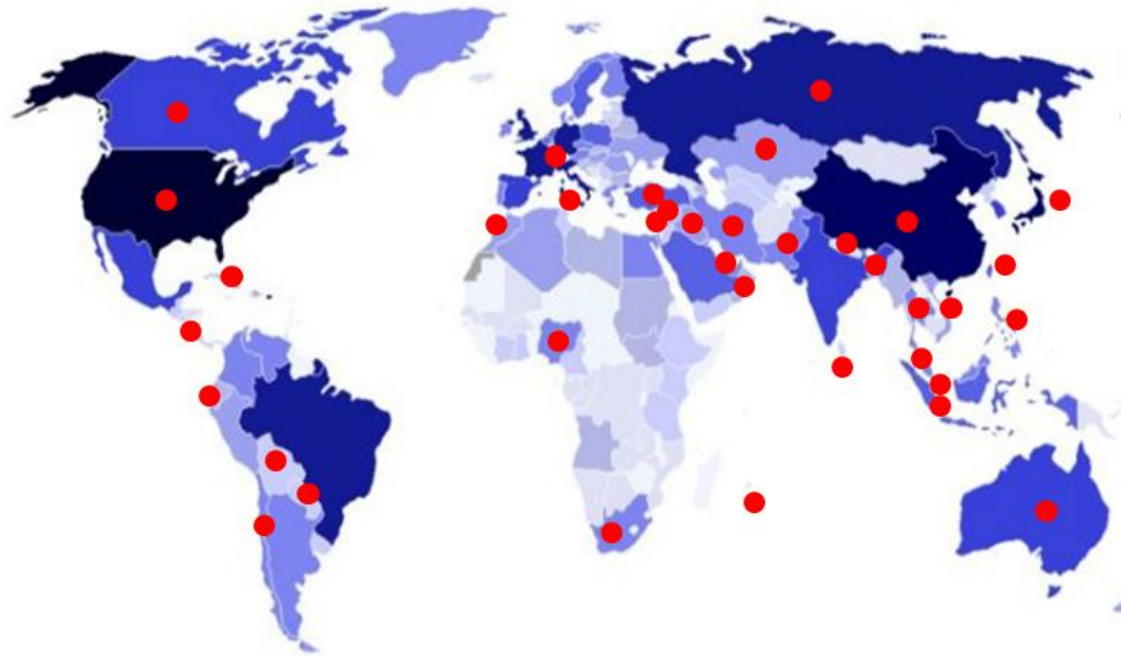
Ink formulation and manufacturing



Scanning electron microscope

6

Overseas Business



- MONAMI is showing high portion of the market share in the stationary industries in Asia and the Middle East.
- Currently MONAMI is exporting to over 60 countries and developing customized marketing programs through the core markets such as Asia and the Middle East.

7

Others

“MONAMI's ACTIVITES”

GERMANY – PAPERWORLD 2020



REPUBLIC OF KOREA – SISO FAIR 2019



CHINA – PAPERWORLD CHINA 2019



monami®