(주)삼양인터내셔날
SAMYANG INTERNATIONAL CO., LTD.

Creating New Hope
toward Future with Customers

SAMYANG INTERNATIONAL CO., LTD.

Profile

Foundation	April, 1986
Chairman	Hur, Kwang Soo
CEO	Ha, Young-Bong
Business Field	PM Distribution Business, Lubricant Business, Human Environment Care Business, Construction Material Business, Golf Business, Energy Overseas Business



Values and Philosophy

"We will innovate again and again to satisfy our customers and to be a future-creating admired company."



Customer Satisfaction

We Think and Do for Customer Satisfaction.

At SAMYANG, we follow a simple business philosophy: Customer First. We always think and do for customer satisfaction. We manage an extensive global business and service network to meet customer needs anytime, anywhere.

Challenge and Change

We Seek Challenges and Innovations.

We enjoy challenges and innovations to be a world's top company. We are trying to predict future and pioneer new fields. We won't step back but act aggressively.

Invest in Creating

We Spare No Efforts and Investment for Creation.

Innovative companies lead the future because they see what others can't see and they create new values. The values benefit customers. With the "Customer First" philosophy, we are making large investments in innovation and preparing for the future.

Our History

Ha, Young-Bong appointed as CEO/Vice-Chairman	2020.01
Beijing Office (宝轩路博(北京)贸易有限公司) established	2018.11
Dangsan Office Open	2015.09
Wonju Local Office Open	2014.03
Starting Environmental Business	2013.05
Obtaining 1 trillion won of sales of SAMYANG Int'l Group	2012.12
The Chairman, Hur, Kwang Soo appointed as president of Korea Golf Association	2012.01
India office(SYI INDIA Pvt.Ltd) established	2011.10
Renovated fitting studio of HQ open	
PING warehouse established (I-TECO at Hanam)	
PING Gangnam fitting studio open	2010.10
Organizing the 24th Asian Pacific Amateur Golf Team Championship	2009.09
Declaration of harmony of labor and management	2009.06
ERP integrated information system buildup	2009.01
Singapore office (SY ENERGY Pte.Ltd) established	2008.06
Receiving prize of Minister of Strategy and Finance (on taxation day)	2008.03
Internal accounting management system buildup	2007.10
Starting overseas energy business	2007.09
Starting distribution business of construction material	2006.02
HQ relocated (Boheon building, Jae-dong, Jongno-gu)	2005.06
GS group affiliation allied	2005.04
Starting exporting petroleum	2002.09
Yeongnam branch established	2002.02
Cha, Kwang Joong appointed as CEO / President	2001.09
Starting selling petroleum products to enterprises	2001.02
PING selected as hit products of the year in 1998 (the Korea Herald)	1998.12
Merging with SAMYANG Sports Inc.	1998.11
Starting C/S business	1997.04
Hur, Kwang Soo appointed as Chairman	1997.03
HQ relocated (Eunseok building, Yeonji-dong, Jongno-gu)	1997.02
Starting shaving goods business	1996.01
Starting leisure sports business (PING)	1995.01
Starting cigarette-vending machine business	1990.09
Selling cigarette of Philip Morris Korea Inc.	1988.07
Permitted for trade business	1986.12
SAMYANG International Inc. established	1986.04

Chairman Message

"We will be World's Most Admired Company."

SAMYANG International has enjoyed 40years of steady, sustained growth since 1986
because it welcomes new challenges.

In pioneer days, we laid the groundwork for growth by introducing US's popular goods to Korean market. To diversify our business into energy and environmental industry,
we established overseas offices in Singapore and India. We generated one trillion won in sales in 2012.
We truly become one of the top leaders of Korean companies.

We enjoy endless challenges. We, the leading company in distribution industry, will
innovate again and again to be a future-creating global company. We'll spare no efforts and investment and provide quality goods and service to reward our customers. We will hold up our corporate social responsibilities to be one of the world's most
admired companies.

Thank you.

Chairman of SAMYANG International **Hur, Kwang Soo**

We will innovate again and again
to be a future-creating admired company.



Main Business

We enjoy endless challenges.
We, the leading company in distribution industry,
will innovate again and again to be a future-creating global company.

Golf Business

We distribute the products of PING GOLF which provides customized golf equipment.

PM Distribution Business

We provide quality products of Philip Morris Korea Inc. through stable national distribution networks.

Lubricant Business

We provide industries at home and abroad (China, India) with the best petroleum products produced by GS Caltex.

Human Environment Care Business

"MAKE YOUR LIFE CLEAN"
We make your environment clean and healthy.

Construction Material Business

We contribute to domestic construction business by importing and distributing finishing material, insulator, paint and flooring.

Energy Overseas Business

Overseas offices in Singapore and India directly import crude oil, trade crude oil between refining companies and sell petroleum products.



Golf Business

Innovative Golf Clubs, PING

PING is a family-owned company founded in 1959 in the garage of Karsten Shlheim. Karsten's frustration with his putting inspired him to design a putter, which made a "pinging" sound when striking a golf ball. Today, PING is synonymous with innovation, quality and service in the world of golf.
World's top golfer like Bubba Watson, Lee Westwood used PING golf clubs and won international major championship.
Under the partnership with Karsten Manufacturing PING headquarter in the US for 20 years, SAMYANG International distributes customized products of PING.

Innovative Technology

PING's new product is another technological innovation. Many golfers love PING because its new material and design elements offer long distance and a lot of forgiveness.

Distribution and Repair Center

We have 230 authorized retail stores nationwide. To satisfy our customers, we guarantee accurate and quick repair service.

Ideco Building B1F, 762 Deokpung-dong, Hanam-si, Gyeonggi-do
+82-31-790-0090

Leading Brand of Golf Club Design

PING has a lot of patents in club design and it is leading golf business. The world's first investment casting becomes a general process for all golf brands. Anser putters of weight distribution recorded 60% international market share. Its reproductions are still being made. And PING Eye 2 irons are in the Guinness Book of Records as the most selling irons.



Club Fitting Pioneer



Color code chart was introduced in 1972 for the first time. It is the beginning of golf club fitting. As many professional players won major champions, people recognized the need of fitting. Club fitting is a essential factor of players' performance. The n-Flight fitting software package digitally analyzes and scientifically compares every aspect of every shot to ensure the most thorough and dependable fitting results. It recommends a precise model to you.

Fitting Studio

We operate fitting studio in Jae-dong, Seoul on a subscription basis.
A trained fitter can help you get the most out of each drive by observing the ball flight of shots hit with different loft and shaft specifications.



Ping tour fitting van



Ping tour fitting van has a fitting specialist on custom fitting and provides the latest Ping innovation to match with the best games for Ping pros in KPGA, KLPGA tour, using the most advanced fitting tools available.

PM Distribution Business

We provide quality products of Philip Morris Korea Inc.
through stable national distribution networks.

We specialize in distribution of Philip Morris Korea Inc. and sell Marlboro, Parliament, Virginia Slims, Lark, and Oasis in Korea.

Main Item

We deal 29 products from 5 brands of Marlboro, Parliament, Virginia Slims, Lark, and Oasis.

National Distribution Network

We have wide distributing network of 8 branches in Seoul, Incheon, Gyeonggi, Gangwon and Jeju and a local office. Based on branch offices, we are accelerating our efforts to increase sales in 24,000 retail stores.

Route Sales

We distribute cigarette of Philip Morris Korea Inc. to licensed retailers by Route sales method.

Optimum Business Strategy

Based on accurate information and analysis on segmented market environment, we design sales strategy. The major sales strategy is to improve brand awareness by maximizing visibility of goods in retailers.

Win-Win Strategy with Business partners

We provide fresh goods at right time on first-in, first-out basis to give the best smoking experience to adult smokers. We offer incentive to retailers for long-term, win-win and stable relationships.

We always try to distribute
the best goods and service with passion.





Lubricant Business

We provide the best petroleum products produced by GS Caltex to industries at home and abroad (China, India).

We provide various products including fuel oil like diesel, bunker-C oil, engine oil for construction machinery and hydraulic oil for industrial machine at right time through our national distributing networks.

Lubricant Business, Our Strategic Job

As our strategic business, we distribute and export wide range of lubricant including engine oil, hydraulic oil, grease, gear oil and sliding oil which are manufactured by GS Caltex.

Distributing the Best Petroleum Goods

We distribute the best goods for cars, construction machinery and equipment for engine protection and peak performance.

Main Item

Engine Oil

The top notch engine oil which protect engines and make them clean

Hydraulic Oil

Containing high quality lubricating oil and wear-resistant additives for protecting hydraulic parts and smooth operation of heavy vehicles, cars and industrial machine

Grease

General-purpose extreme pressure grease containing lithium grease thickener and extreme-pressure additives

Gear Oil

Containing sulfur-phosphorus extreme-pressure additives and high quality lubricating oil for protection from abrasion and shock loading and smoother operation

Sliding Oil

Specialized lubricant for machine tools' slide face



Human Environment Care Business

HUENCARE "MAKE YOUR LIFE CLEAN"

We make your environment clean and healthy.

We provide total care solutions through constant innovation and improvement to make your environment clean and healthy.

Main Item

Multi-purpose electric spraying device (Name : Flugun)

The Flugun eliminates virus, flu, odor, insects and formaldehyde easily and safely by spraying eco-friendly ultrafine chemical solutions.

Pest Control Service

We provide effective, environmentally friendly pest control service through technical expertise, research & development and constant innovation.





Total care Solution for your environment

We make the environment clean and healthy by providing pest control services, eco-friendly solutions and home care services.

Future Environmental Business for Harmony in Human and Nature

We are committed to working with the earth and people to best achieve our goals; "MAKE YOUR LIFE CLEAN" through our environmental business and eco-friendly total care solutions.



Construction Material Business

We supply building materials such as board, insulating materials, kitchen-built appliances, and paint to domestic construction companies.



Main Item

Board / Insulating Materials

Gypsum board, Gypsum Tex, Mitone, isopink, Hardened urethane (PIR/PU), Quasi-noninflammable hardened urethane, Phenol foam(PF), Glass wool, Mineral wool

Built-in Appliance

Range hood, Electric cooktop, Gas cooktop, Water saving pedal, Food waste dehydrators(In the sink)

Paint

Architectural Paint, Industrial Paint , Heavy Duty Paint

Major Customer

GS E&C, XI S&D, HYUNDAI DEVELOPMENT COMPANY, HANSHIN CONSTRUCTION,
DL CONSTRUCTION, GS GALTEX, GS POWER



Energy Overseas Business

Singapore Corporation

Our brisk business is from oil Trading in Asia to Bunkering Service

SY ENERGY PTE LTD

SY Energy Pte. Ltd. was established in Singapore, one of the three biggest international oil hub, is now trying to expand the business.



Name SY Energy Pte. Ltd.
Foundation May 28, 2008
Address 5 Temasek Boulevard, #08-04 Suntec Tower Five, Singapore 038985
TEL. +65 6884 5363

Contact Us

Headquarter

(03059) Boheon Building, 31 Gyedong-gil, Jongno-gu, Seoul
+82-2-3670-9600

Office

Busan Office

(48742) #3425 Unit 103 Majestower Beomil Building, 133-gil, Jaseong-ro, Dong-gu, Busan
+82-51-469-0470
+82-51-469-0591

Gwangju Office

(61963) #1208 Sangmuguyoungdrivil Building, 89, Sangmupyeongwha-ro, Seo-gu, Gwangju
+82-62-381-4511

Hanam Repair Center, Distribution Center

(12930) I-TECO 150, Jojeong-daero, Hanam-si, Gyeonggi-do
Repair Center : +82-31-790-0090
Distribution Center : +82-31-790-0550
Repair Center : +82-31-790-0089
Distribution Center : +82-31-790-0553

Yeungnam Branch

(37890) 436 Nengcheon-ro, Ocheon-eup, Nam-gu, Pohang-si, Gyeongbuk
+82-54-283-5722

PM Branch

Eastern Branch

(10541) 54, Dobong-ro 110 da-gil, Dobong-gu, Seoul
+82-2-901-7934
+82-2-901-7888

Southern Branch

(14415) 503, Yeokgok-ro, Ojeong-gu, Bucheon-si, Gyeonggi-do
+82-32-676-0350
+82-32-676-0356

Incheon Branch

(22199) 14, Haetgol-1-gil, Nam-gu, Incheon
+82-32-862-0855
+82-32-863-4927

Gangseo Branch

(10426) 92-9, Myeokjeol-gil, Ilsanseo-gu, Goyang-si, Gyeonggi-do
+82-31-982-8425
+82-31-932-5585

Jeju Branch

(63128) 38, Namnyeong-ro 4-gil, Jeju-si, Jeju-do
+82-64-753-1759
+82-64-752-0065

Gangwon Branch

(24213) 508, Chuncheon Beltway, Chuncheon-si, Gangwon-do
+82-33-241-8415
+82-33-241-8422

Gangneung Local Office

(25623) 247, Beomil-ro, Gujeong-myeon, Gangneung-si, Gangwon-do
+82-33-652-7834
+82-33-643-7185



* Addresses are in accordance with the new address system of 2014.