

HYGIENE INNOVATION
BORAM C&H
2020.03



Prologue

1.Growth of BORAM C&H

2.Technical competitiveness of BORAM C&H



2. Growth of BORAM C&H

BORAM C&H is a hygiene product company established by the best professionals

Continuous growth	Infinite expansion into a specialized hygiene company	A stable market
<ul style="list-style-type: none"> - Sales in excess of 10 million dollars in 4 years after company foundation. (annual growth by 200%, reached a 3% market share in 2019) - In possession of a number of Intellectual Property through sustained R&D efforts. - Quick market response and product development capacity. (wide references for functionality, safety, organic properties, etc.) - The company seeking for collaborated growth with client companies. (Continued ODM sales based on advanced technology) 	<ul style="list-style-type: none"> - Developed highly functional sanitary pads with deodorization and antibacterial performances. - Developed sanitary pads using 100% organic materials. - Developed wet wipes for infants to use on face. - Developed female hygiene tissue paper that can be flushed down a toilet. - Developed a feminine cleanser using EWG GREEN level materials. - Developed a KF94 anti-dusk mask that feels soft when worn. - Developed wet wipes for cleaning purpose that are easy to pull out. 	<ul style="list-style-type: none"> - Mid-to-professional hygiene products with high entry barriers. - Basic daily supplies that are sold at all times. - Consumer staples unaffected by economic ups and downs - A market with a stable annual growth by 3% due to lengthened menstruation duration and needs for organic/high specification products despite reduced population growth rate.

- Business performance trend (unit : thousand USD)



3. Competitive edge of BORAM C&H

In possession of core production technology for functional sanitary pads unmatched with others and the largest references in the country.

Perfect deodorization/antibacterial performances achieved patented ‘micro-capsulizing phytoncide sanitary pads’ in Korea only by BORAM C&H.

50% of the company’s sanitary pad sales is driven by client company ODM (Cheongdam-Girl, One-day One-pack, etc.)

Secured excellent talent pool with experience and skills accumulated from global and large-sized companies.

Products with individualized specifications are producible with R&D technology that would satisfy all OEM/ODM client companies.

Products produced with free of various hazardous materials including formaldehyde, fluorescent whitening agent, chemical aroma, and chlorine bleaching.

Equipped with safe sanitary pad production technology that is validated by test results of FITI, a global testing and certification institute.

Acquisition of TCB(Tech Credit Bureau)T3 level in 2019 as a result of intensive R&D investment and introduction of new facilities since the company’s inception.

Cutting-edge manufacturing technologies for hygiene products were proven through attainment of T3 level, which makes the company qualify to be listed on KONEX as a Technical Specialization case.



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Chapter 1.

Company Overview

1. Company Profile

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1. Company Profile

- Profile

Company	Boram C&H Co., Ltd
CEO	Gunwoo Lee
Established at.	July 14 th 2015
H.Q/ Nonsan-Factory	2354-21 Gyebaekro, Yeonsan-myeon, Chungcheong Nam-do, Republic of Korea
Eumseong Factory	31-1, Sannae-ro, 107beon-gil, Daeso-myeon, Eumseong-gun, Chungcheongbuk-do, Republic of Korea
Seoul Office	7F, 43-9, Nambusunhwanlo 337gagil, Seocho-gu, Seoul, Republic of Korea
Main Product	Hygiene products ; Sanitary Pad, Wet Wipes, Masks
Employee	70
Web Page	Boram Page : www.BORAMCNH.com Neosis Brand Page : www.NEOSIS.kr



1. Company Profile – Executive

Management Introduction

Name	Position	Responsible	Career
GunWoo Lee	CEO	General Management	<ul style="list-style-type: none"> - Soongsil Univ. Accounting Major - Director of Elcanto, Ssangyong C&H, Monalisa - COO of M Project - CEO of Monalisa
JeongJae Lee	COO	Production Management	<ul style="list-style-type: none"> - Aju Univ. Mechanical Engineering Major - Director of Ssangyong Paper - P&G Product Senior Director - CPO Director of M Project
ByungJoo Oh	COO	Manager of Chinese corporation	<ul style="list-style-type: none"> - Korea Univesity. Chinese Literature Major - Taiwan Culture University. Journalism Master - Supervisor of Overseas sales of Orion - Head of Department of Overseas sales of MedicinE - Executive director of China Biz Headquarters of Cumedical
YoungKi Yoon	Executive Director	R&D	<ul style="list-style-type: none"> - SNU Material Engineering Doctorate - Senior Director of Ssangyong Paper - Supervisor of P&G Asia Production Planning - Lab Chief of Monalisa, Ssangyong C&B
Jeongho Seo	Manager	Tech Sales Product Development	<ul style="list-style-type: none"> - Lab Chief of Yaejimiin - Managing Diretor of Daejin - Representative of Manufacturing in Samsin Korea
SeeYoung Kim	Director	Marketing	<ul style="list-style-type: none"> - Manager of Ssangyong Paper - Director of LG Unicharm QC/QA - Director of Marketing at LG Unicharm - Executive Director of Ssangyong C&B

2. History

Stable start and high-speed growth based on long experience and know-how

2016

- ISO 9001/14001 certification acquired.
- Foundation of an annex R&D institute.
- Product liability insurance coverage of 1 billion KRW.
- Venture company certification.
- Internationally certified as an organic product (OCS).
- 13 types of NEOSIS passed the GB test, an international specification for industrial products in China.

2018

- NEOSIS brand's entry into the Russian market.
- Introduction of 2 units of sanitary pad facility
- Intensive export diversification of the company brand NEOSIS
- NEOSIS launched at Watsons and Seven Eleven in Singapore
- Selected as one of the excellent job-creating companies, acknowledged as CLEAN workplace.

2015

- Established of Corporation on July
- Factory permit and installation of one unit of sanitary pad facility.
- License acquired for sanitary aid production business.
- 9 product items including NEOSIS registered.
- OEM export started for PB diapers and sanitary pads.

2017

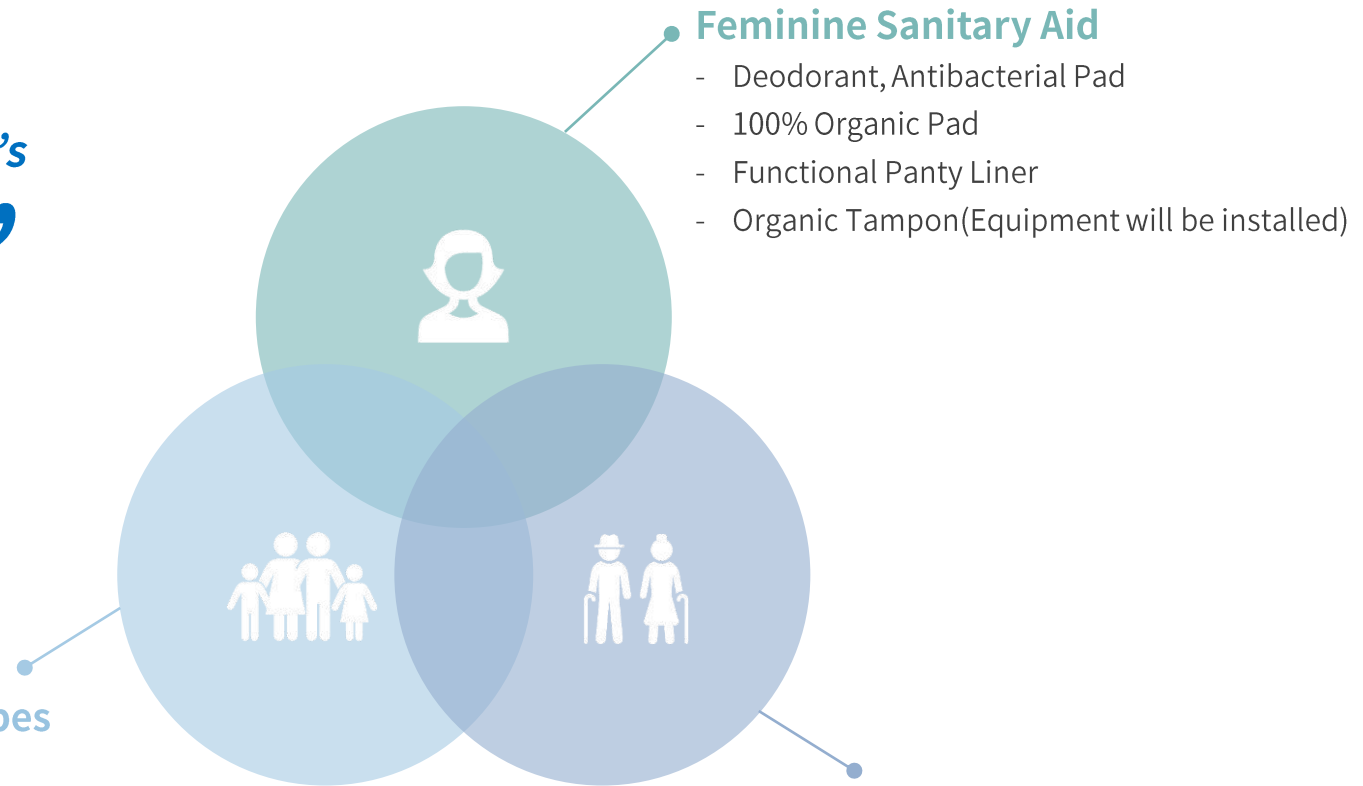
- 'Utility model registration for 'Improved absorbent goods.'
- Domestic OEM supply of functional sanitary pads.
- OEM export to India.
- Release firstly in Korea of sanitary pad with micro-capsulizing phytoncide. (Cheongdam Girl).
- Patent registration for 'backward flow prevention diapers.'

2019

- Patent registration for micro-capsulizing sanitary pads.
- Patent registration for cool-touch sanitary pads.
- Patent application for wet wipes with round edges.
- Designated as a promising export SME.
- T3 level conferred by the Tech Credit Bureau (TCB).
- Registration as a manufacturer on the US FDA.
- Acquisition of a wet wipe factory in March.

3. Business Territory

“ **Building specialized Sanitary Aid for all Family’s Hygiene.** ”



Feminine Sanitary Aid

- Deodorant, Antibacterial Pad
- 100% Organic Pad
- Functional Panty Liner
- Organic Tampon(Equipment will be installed)

Kitchenware and Functional Wet wipes

- EWG GREEN ingredients’ baby wet wipes.
- Wipes for cleaning such as disposable dishcloth
- Skin friendly feminine wipes
- Phytocide Capsulized disposable dry tissue
- Absorption pad to preserve food / Refrigerant Pad

Senior Sanitary Ware

- Urinary Pad with Sanitary Pad type
- Deodorant Wet tissue specialized for elderly.
- Absorption/waterproof disposable bed cover for nursery

4. Main Performance

Main Export Country



U.S.A



China



Vietnam



Singapore



India

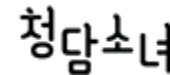


Russia

Main Domestic Supply



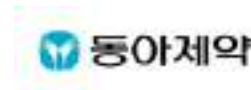
No.1 sales in Naver Smartstore.
Selling in Homeplus, Shilla Duty Free, Pharmacy etc



No.1 in 1300K Online-Shopping Mall
Pandora Pharmaceutical Shops



World's first Nano Membrain pad, Hani Lee (actress) being an exclusive model.



Sanitary 'Tempo' by a pharmaceutical company with 300million USD as annual sales.

- Contract of supply the products to 'SHOPMISSHA', which is American cosmetic online-shop with 2million visitors per month.
- Supply Chinese franchise 'Miniso'
- Export PB 'NEOSIS' to China, Russia, Vietnam Cambodia and more
- Conclusion of a contract with Singapore 'Watsons'
- Lagom, an Indian start-up company started w/ their own brand called 'Nua'

- Supply 'JAJU' of Shinsegae International.
- Supply sanitary pads to 'LUNAMEE', a PB brand of COUPANG.
- Supply 'Organic All cotton' sanitary pad to Hannahpad/
- Except for Other various brands are partner with Boram C&H
- All different types of sanitary pads are manufactured by Buyer's Taste

청담소녀



- Currently selling in Pandora Pharmacy (Domestic Chain)
- Top rank of sanitary pads' brand at reputation by big data



- Currently selling in about 2,000 Korean domestic pharmacies as well as main department like Shinsegae, Lotte etc.
- 2018 Naver's top keyword of Feminine product
- 2018 ASIA DESIGN PRIZE WINNER



- KOSDAQ publicity listed Toptec 's subsidiary Lemon 'Air-queen Pad', World's first Nano membrain pad
- Launched on 2nd of April 2019 250,000pcs/50million package sold-out on the launched day
- Exclusive Model, Korean Actress Hani-Lee





1원데이 원팩

하루 한 팩,
안전하고 간편한 생리대

- 1300K(Naver Subsidiary)'s own brand
- Imported in Shinsegae, Hyundai, Galleria and more
- Currently selling in Olive-young



- Top Korean Feminine wash, Jilgyungyi's pad brand
- Currently selling in Hyundai department store duty free



5. Main Performance of 2019

New Contracts

	Name		Note
Domestic OEM/ODM	Shinsegae Int.	ODM	On production and supplying Emart JAJU. (completion of contract)
	Coupang	ODM	Counpang’s Private Brand. Now on production and supplying.
	Lemon	OEM	KOSDAQ publicity listed Toptec ‘s subsidiary Lemon ‘Airqueen Pad’
	WB Skin	ODM	2017~2018 Top ranked of Evaluation of Korean Consumer Satisfaction 2 years in a row
	Starlux	ODM	‘The Coffee Beans’ Franchise Operator
	Guardian	OEM	Malaysia 500 drugstores
	Hanna Pad	OEM	Cotton Pad distributor. Supplying 100% Organic disposable pad.
	Dong-A Pharm.	OEM	Settled contract of Organic fluff pad with U.S online shopping mall.
	Country		Note
Export of Own brand 'Neosis'	Singapore	PB	Watsons additional order and Fairprice(Government operating mart chain)
	Vietnam	PB	Regular order by VinMart, Watsons, AeonMall, KZONE and so on
	Malaysia	PB	On discussion to selling at Watsons, SevenEleven (Estimated to be sold on the 2 nd quarter/2020)



Chapter 2-1 Nonsan
Core Competence

- 1. Facility**
- 2. Technological Competitiveness**
- 3. Product Safety**

1. Facilities – Sanitary Pads, Main Factory



- Own 2 pieces of sanitary pad-manufacturing equipment and 2 pieces of Panty-Liner equipment that produce about 28 million pcs/annual in total.
- In addition, the largest packaging equipment which is possible to make poly and aluminum/carton package, etc.. so that we are optimized for the rapid changes in the market.

2. Technological Competitiveness

Patented production technology for sanitary pads with deodorization and antibacterial performances

- Micro-capsulized Phytoncide sanitary pads (Reg. No. 101959531)

1. Capsulizing stabilization with natural aroma oil.

- This technology takes advantage of the properties of natural oil, the essence of micro capsules, to allow coacervate* to get attached on the surface of aroma oil so that it can be safely in tact during the processes of manufacturing and distribution without loss or discoloration.

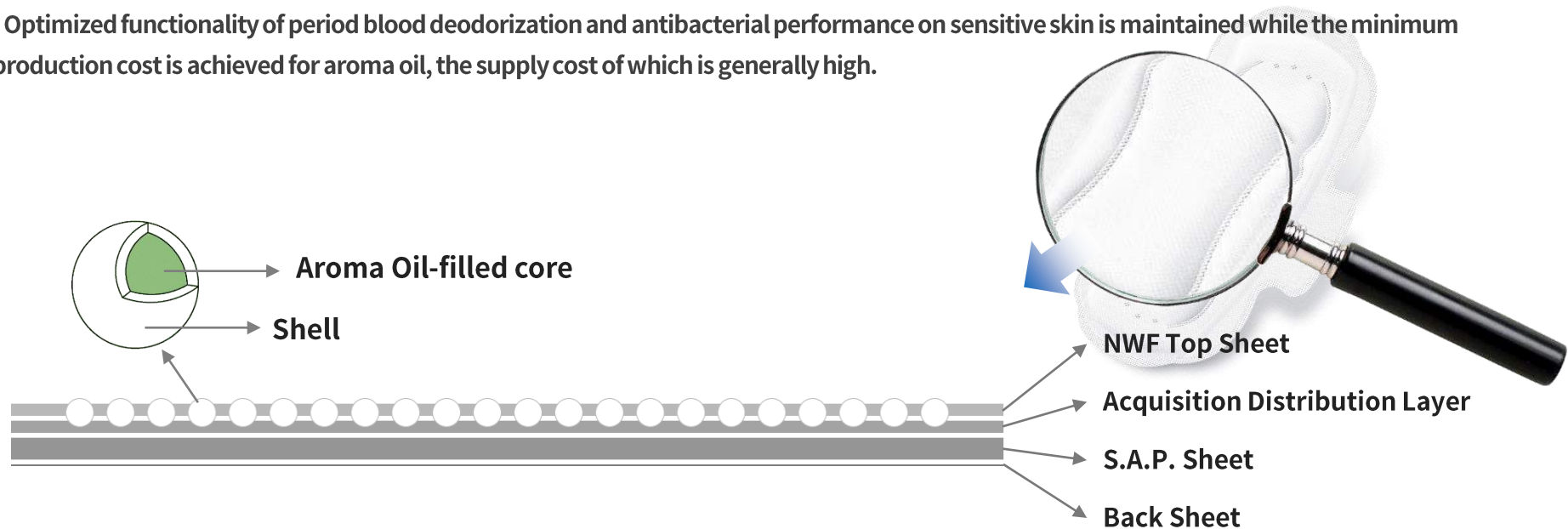
2. Evenly deposited micro capsules on the top sheet NWF.

- Stable deposition of micro capsules on the front part of various types of top sheets through stabilized capsule films without capsule loss.

3. Adequate amount of oil application for optimized for deodorization/antibacterial functions.

- Optimized functionality of period blood deodorization and antibacterial performance on sensitive skin is maintained while the minimum production cost is achieved for aroma oil, the supply cost of which is generally high.

* Coacervate: a natural material like a primordial cell, which is a macromolecular matter surrounded by spherical films of water molecules - agglomeration of nucleic acid, protein, and saccharide in a colloid state.



2. Technological Competitiveness

Adherence pad technology using Corn NWF(Patent No. 101925577)

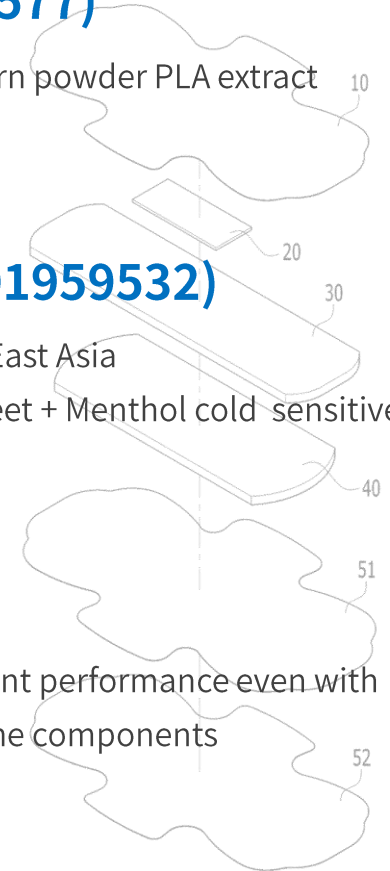
- For the people who gets allergic reaction to normal fabric, weaved the simplest pattern with Corn powder PLA extract
- Technology applied on Jilgyungyi's PB sanitary pad named 'HEART'

Pad technology used capsulized chill ingredient (Patent No. 101959532)

- Newly developed applied Micro Capsulizing Technology for customers in Middle East or South East Asia
- Planned to be exported on the 2nd half of 2020, and going to be produced with Bamboo Top Sheet + Menthol cold sensitive agent with Natural Mint extract.

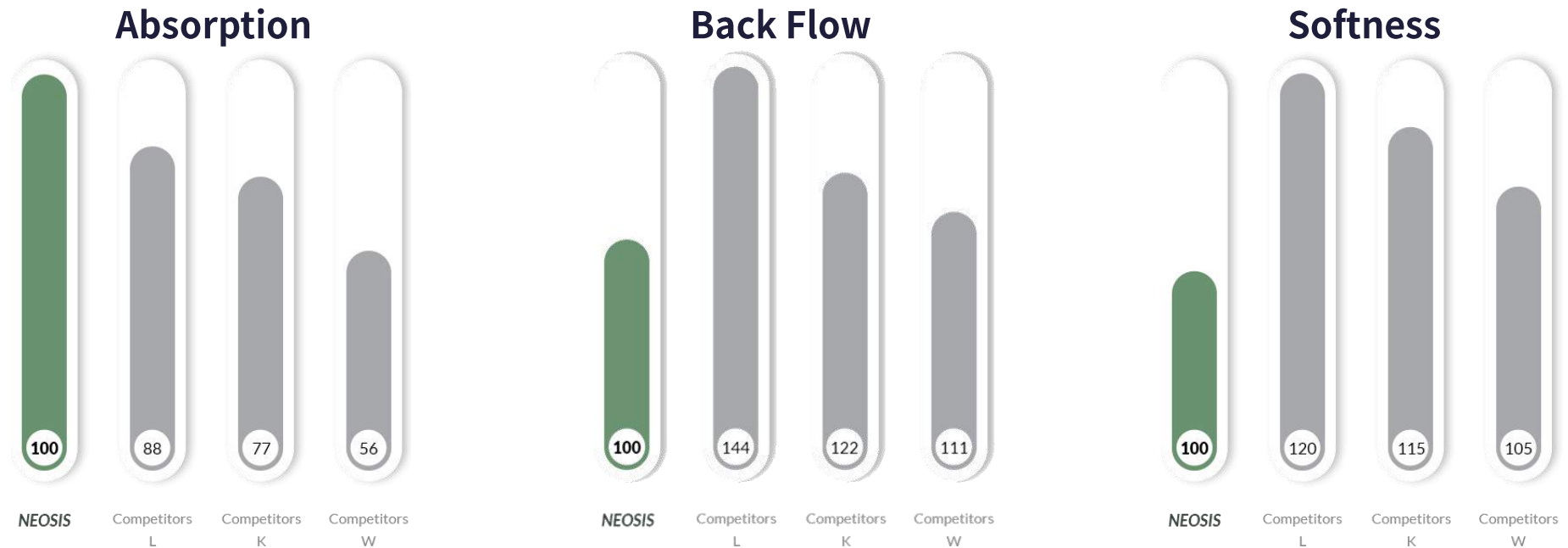
Full-organic Sanitary Pad manufacture technique : From Top sheet , Absorbent to Side gather

- 'Eco friendly Organic Sanitary Pad' manufacturing technology that shows stable & high absorbent performance even with using organic cotton & 100% biodegradable film not only on Organic Top sheet but also on all the components
- Applied on 'Hanna Pad' which is already popular for Cotton Pad.
- 'Eco friendly absorbent product' : now on evaluated as patent.



3. Product Competitiveness

High functioning safe Sanitary Pad compare to others



The absorption amount of pad
Higher, the Better

Backflow per pad
Lower, the Better

Measurement of surface friction of pad
Lesser, the Better

Minimize the leakage by revolutionary three-dimensional structure that minimize the pad and the body.

4. Product Safety



Product Safety Test

Global general Certificate Authority FITI test report

For the safety of consumers, BORAM C&H conducts safety inspections every month in the early stages of product development at the FITI Testing Lab, which is a global comprehensive testing and certification agency.

FITI TEST DETAIL VIEW (PAD 성분분석 국가공인인증)



인증접수번호 : 0206-16-00014 시험방법 : 식품의약품안전처고시 제 2015-81
의뢰사명 : 네오시스 소프트 앤 북 용도 : 분질관리



인증접수번호 : 0206-16-00013 시험방법 : 식품의약품안전처고시 제 2015-33
의뢰사명 : 네오시스 순연사명 용도 : 분질관리



FITI TEST REPORT(국가공인인증)



100% manufactured in Korea , KFDA approved that
Zero-Formaldehyde, Zero-Fluorescent Whitening Agent,
Zero-Flavouring, Zero-Synthetic Flavouring, Zero-Acid Washing

Chapter 2-2 Eumsung

Core Competence

1. Facility

2. Technological Competitiveness

3. Product Safety



1. Production Facility – Wet tissue, Eumseong Factory



- Production facilities that can produce about 20 million packages a year and a seven-step water purifier system.
- Possible to manufacture diverse products based on customer demands; Inter/Multi/Portable/Single packaging and more
- Possible to manufacture the wet tissue with high functionality by Professional POOL.

2. Technology Competitiveness



Korea's first 'Round Edged Wet tissue' to protect baby and family skin
[Patent Application Number 10-2019-0031292](#)



Korea's first, easy-to-pull 'Candy pop-up'
[Design Patent Application Number 30-2019-0002030](#)



Product Safety Test

National Office test · Test & Research Institution KOTITI test report

KOTITI시험연구원

시험성적서

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포름알데히드	미검출		

13종 미검출

시험일자: 2023.08.15

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시험결과: [결과]

<Reports that 13 ISSUE components are undetected>

13無

We produce safe product without **Methylparaben, Ethylparaben, Propylparaben, Butylparaben, Isopropylparaben, MIT, CMIT, Phenoxyethanol, Benzalkonium Chloride, Chlorphenesin, Benzyl Alcohol, Fluorescent whitening agent, Formaldehyde.**

A close-up photograph of a fountain pen resting on a document. The document contains text in Polish, including 'wymaganie wg WT 2008 budynek nowy', 'dzenie dotrzymania wymagań wg WT 2008', and 'zobowiązanie na energię pierwotną (EP)'. There is also a table with energy consumption values: '261,7 kWh/(m²rok)' and '261,2 kWh/(m²rok)'.

Appendix

- 1. Intellectual Property Right
- 2. Certificates
- 3. Main Product Line Up

1. Intellectual Property Right - Patent

Domestic Patent

No.	Claim	Applicant	Application No.	Applied Date	Title	Status
1	Patent	Boram C&H	101811704	2017.12.18	Overflow prevent diaper	Complete
2	Patent	Boram C&H	101925577	2018.10.15	Contact pad using corn sheet	Complete
3	Patent	Boram C&H	101959531	2019.03.12	Micro Capsule Phytoncide pad	Complete
4	Patent	Boram C&H	101959532	2019.03.12	Capsuled Vaginal discharge-reduce pad	Complete
5	Patent	Boram C&H	1020180009067	2018.01.25	Adhesive feminine hygiene	Ongoing
6	Patent	Boram C&H	1020200002097	2020.01.07	Sanitary pad with preventing leakage line formed	Ongoing
6	Patent	Boram C&H	1020180152690	2018.11.30	Eco-friend functional absorbing product	Ongoing
7	Patent	Boram C&H	1020190031292	2019.03.19	Round edged wet-tissue, Round edging method and device for the pacakage	Ongoing

1. Intellectual Property Right - Patent



Micro Capsulized Phytoncide pad

Sanitary pad with
Capsulized cold-sensitive agent

Contact pad using corn sheet

Overflow prevent diaper

1. Intellectual Property Right – Utility Model, Design Patent

Korea Utility Model

No.	Claim	Applicant	Application No.	Applied Date	Title	Status
1	Utility Model	Boram C&H	2004837920000	2017.06.20	Advanced Absorptive Article	Complete

Design Patent

No.	Claim	Applicant	Application No.	Applied Date	Title	Status
1	Design	Boram C&H	3009831020000	2018.11.26	Sanitary Pad	Complete
2	Design	Boram C&H	3009831030000	2018.11.29	Sanitary Pad	Complete
3	Design	Boram C&H	3009846190000	2018.12.05	Panty Liner	Complete
4	Design	Boram C&H	3020190002030	2019.01.15	Wet tissue Packaging Cap	Complete

– Acquired other domestic & oversea trade registrations other than above

2. Certificates



Document on quasi-drug manufacturing



ISO Quality Management System Certificate



Certificate of company affiliated research institute



Factory registration certificate (NonSan)



Venture Business Confirmation



FTA Certificate of Education for Origin-verification



Distribution Standard Code Member Certificate



Product liability insurance

Appendix

2. Certificates

Domestic Certificates



-ISO 14001 Eco Management System Certificate



- ISO 9001 Quality Management System Certificate



-Technology Credit Rating TCB T-3 grade

2. Certificates



Foreign Certificates



• OCS
(Organic Content Standard)



• GB TEST



• FITI TEST REPORT



• Registered on FDA
as manufacturer

3. Main Product Line-up



■ PB Brand



Natural Cotton Cover **‘Cotton Therapy’**



Oriental Pad **‘SooAeHyang’**



Cotton-touch Pad **‘Soft&Quick’**



3. Main Product Line-up

■ Premium wet tissue brand ‘Boong-Uh Bbang’



Facial	All in One	Family
<p>얼굴전용 갱형</p> <p>매일하고 싶은 아기얼굴을 위한 최적의 성분과 완단면 사용</p>  <div style="display: flex; justify-content: space-around;">    </div> <p>평매인 60gsm/70wipes</p> <p>천연질료 60%이상 함유의 클리서블 완단면으로 자극을 최소화함. (농약성분이라는 용어 포함되지 않 것 가능합니다.)</p>	<p>올인원 갱형/리필형</p> <p>오로지 아이 피부에 사용하는 촉촉, 도톰, 부드러운 1석3조의 맞춤형 고령량 멀티슈</p>  <p>1석3용 한팩으로도 충분한 편리성의 규격</p> <p>평매인 70gsm/70wipes</p> <p>부드러운 레저온 웹브 완단면으로 부드러운 흡수력이 뛰어난 1두터우며 잘 들어납니다.)</p>	<p>패밀리 갱형/리필형</p> <p>거주는 아기와 함께 사용용도가 다양해지고 사용량이 많아질 때, 실속있는 멀티슈</p>  <p>1석3용 시도해도 많이 불리고 불고, 사용량이 많은 거기에 대비</p> <p>평매인 50gsm/100wipes</p> <p>100매 대응량, 다양한 사이즈의 웹브 완단면으로 다양한 사용처에 편리한 실속 라인 (모 놀이, 1개, 2개, 3개, 4개, 5개)</p>



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