

# APPLIANCE

## CMPF DESIGN

Color | Material | Pattern | Finish



**AJUSTEEL**

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This catalog is for product information only, and colors may vary slightly from the actual product.

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Perfecting Quality  
through Commitment  
and Innovation

# AJUSTEEL

AJUSTEEL is a specialized steel company that has grown  
by adding Effort and Technology to the essence of steel.

AJUSTEEL adds innovative technology and creative design to the essence of steel,  
creating new value beyond conventional limits.

Our products go beyond function, bringing to life the future potential of materials.

We continuously strive for progress

so that customers can experience something new through our products.

By combining technology with design sensitivity,

AJUSTEEL delivers differentiated solutions

that create greater value across industries and everyday life.

## 1995~2008 Manufacturing Base Establishment

- 1995 Company founded
- 2003 Completion of AJUSTEEL Plant # 1  
(1 Slitter, 1 Shear)
- 2007 Completion of AJUSTEEL Plant #2  
(2 Slitters)
- 2008 Completion of CCL #1

## 2011~2018 Expansion into Global Markets

- 2011 China subsidiary established  
(former Hong Kong Han A Steel acquisition)
- U.S. sales office established (San Diego)
- AJUMGM established  
(former MCM Tech acquisition)
- MCCL plant commissioned
- 2012 Tijuana, Mexico processing plant completed
- 2015 C P L #1 & #2 commissioned

- 2018 AJUMCM Gumi plant completed  
CPL #2 commissioned  
CCL #2 completed
- 2019 AJU Mexico #2 plant completed

## 2020~ Becoming an Indispensable Company

- 2020 Acquisition of EGL line  
(former Doowon Steel acquisition)
- Listed on KOSPI (Korea Stock Exchange)
- 2021 Completion of  
Gimcheon CCL #3 and HMP #1
- 2022 Completion of CCL #4 and HMP #1
- 2023 Completion of AJU Mexico #3 plant  
(Aluminum extrusion)
- Establishment of AJUSTEEL Gumi Atex Center
- Completion of AJU Mexico #4 plant (Oven plant)
- Completion of AJUSTEEL Gimcheon CGCL
- 2024 Completion of AJU Poland color plant
- 2025 Joined Dongkuk Steel Group  
(Dongkuk CM as major shareholder)

## Capacity

Total **74**  
Million | Tons

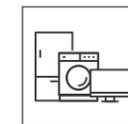
Color **34**  
Million | Tons

Plating **40**  
Million | Tons

Total Production,  
Dongkuk  
Steel Group **888**  
Million | Tons

AJUSTEEL	Galvanized Products(400K tons)
	Color(340K tons)
Dongkuk CM	Galvanized Products(1,740K tons)
	Color(850K tons)
Dongkuk Steel	Heavy Plate(1,500K tons)
	Reinforcing Bar(2,750K tons)
	Structural Steel(1,300K tons)

## Business



### Visual / Home Appliances

LCD | TV | Washing Machine | Refrigerator | Oven |  
Premium Built-in Materials



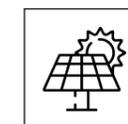
### Interior / Exterior Building Materials

Interior & Exterior Materials | Fire Doors | Elevators |  
System Bathrooms



### Automotive / Secondary Battery / Trailer Materials

Headlamp · EV Inverter MCCL | EV Battery Cell Case |  
Trailer Frames, Extrusions, Hot-Rolled Processing Center



### High Corrosion-Resistant Steel Materials

Solar Structures | Smart Farms | Building Structures |  
KEPCO Structures

## Technology Process

# DP

Digital Print

High-resolution roll-to-roll printing technology with ultra-fast processing

### Specification

Width ~1407.9 mm  
 Length No Limits  
 Resolution H/W 300dpi  
 S/W 1200dpi

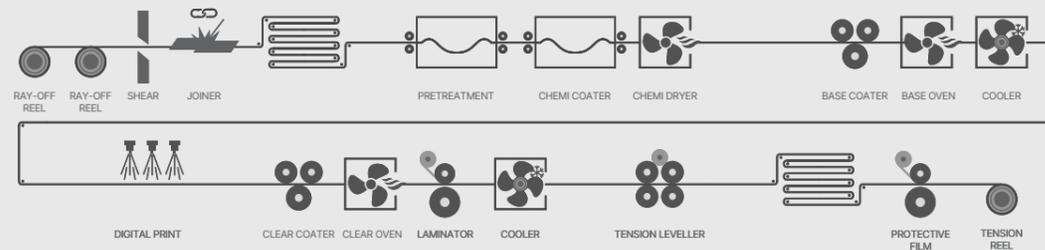
### Number of facility

2EA Y1 DP Roll to Roll  
 Y4 DP Roll to Roll

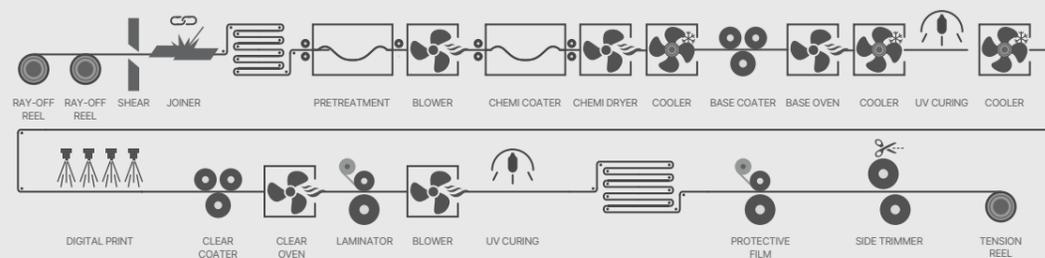


### Manufacturing Process

Y1 DP



Y4 DP



# PCM

Pre-Coated Metal

Gravure roll printing technology capable of expressing various colors and textures

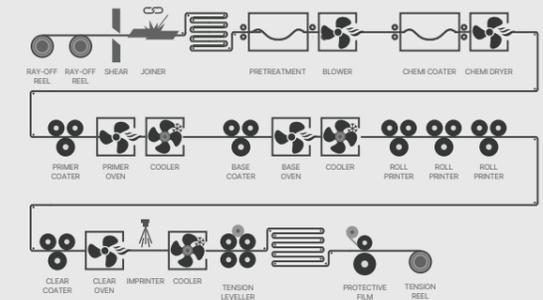
### Specification

Width ~1407.9 mm  
 Length No Limits  
 Resolution 300dpi

### Number of facility

1EA Y3 Roll to Roll

### Manufacturing Process



# VCM

Vinyl Coated Metal

Film laminating technology that achieves a premium appearance and durability

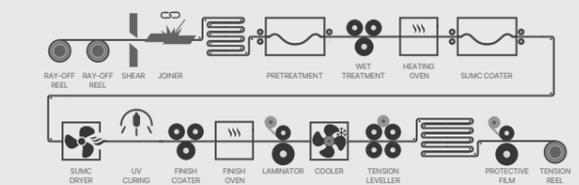
### Specification

Width ~1407.9 mm  
 Length No Limits

### Number of facility

2EA Y2 Roll to Roll  
 Y4 Roll to Roll

### Manufacturing Process



## Product Introduction

# HG METALLIC PRINT

## High Glossy Metallic Print

High-gloss, high-luminance metallic PCM

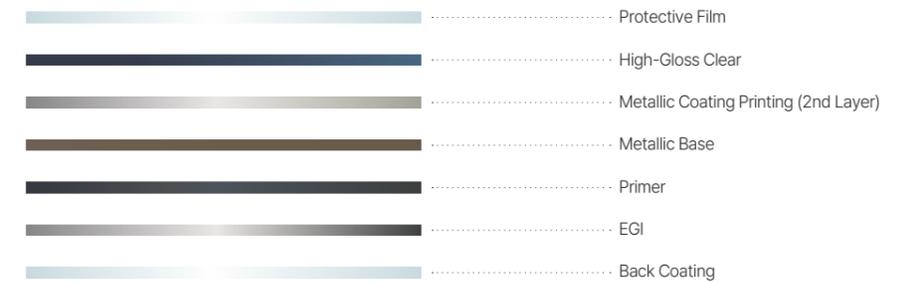
By combining the premium appearance of VCM with the efficiency of PCM, it delivers deep metallic reflection and vivid color expression.



## Application



## Product Layer



## Features

- 
**High Gloss and High Clarity**
  - Development of High-Gloss Hybrid Clear (Ceramic + Acrylic Resin)
  - Developed a metallic base and ink for enhanced brightness.
- 
**High-Quality Printing**
  - Delicate and precise printing for refined, sophisticated designs.
- 
**Hairline Roll Development**
  - Achieved VCM-like hairline texture using short and middle dual-roll combinations.

## Specification

Test Item	Test Method	Test Standard	Test Result
Adhesion	100/100	100/100	100/100
Pencil Hardness	UNI Pencil / 1 kg load	Above F	Above H
Erichsen	5-24 mm/min & 6 mm	No defects	Good
Impact	[1/2"× 50cm × 500g]	No defects	Good
Formability	180° bending	2T no crack	Good
Heat Resistance	170 ± 3 °C / 1 hr	No defects	Good
Humidity Resistance	30 °C, 65 % / 168 hrs	No defects	Good
Boiling Water Resistance	98 °C / 1hr	No defects	Good
UV Resistance	15W / UV-C, 20 cm, 24 hrs	No defects	Good
Corrosion Resistance	240 hrs continuous spraying	Flat area good, X-cut within 2 mm	Good
Stain Resistance	Monami red, blue, black pen / 24 hrs	No defects	Good
Acid Resistance	CH <sub>3</sub> COOH 5% / 24 hrs immersion	No defects	Good
Alkali Resistance	NaOH 5% / 24 hrs immersion	No defects	Good

## Product Layer



## Features



### Stainless Texture Realization

- Thin coating layer minimizes visual distortion.
- Ideal for expressing the natural metallic texture.



### Superior Surface Quality

- Enhanced surface protection with high-hardness UV coating.
- Excellent Easy-Clean and anti-staining performance.



### Eco-Friendly Process

- Introduced eco-friendly 1C1B process based on UV curing.
- Oven-free process reduces defects and optimizes coating efficiency.

## Specification

Test Item	Test Method	Test Standard	Test Result
Formability	Bending Test	2T no crack	0T no crack
Pencil Hardness	Mitsubishi Pencil Test / 1 kg load	Above F	H
Abrasion test	Rubbing Test / 3 kg load	Over 2,000 cycles	5,000 cycles
Anti-corrosion	Cyclic Corrosion Test(CCT)	5 cycles, good	10 cycle
Coating Thickness	DLH Analyzer	10~20μm	1.8~2.3μm
Anti-finger print	Colorimetric Analysis with Fingerprints Present	ΔE : 0.57	ΔE : 0.30
Easy Clean	Colorimetric Analysis after Fingerprint Removal	ΔE : 0.38	ΔE : 0.05
Stain Resistance	Discoloration Test	No abnormality	Good

## Product Introduction

# SUMC

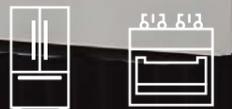
## Stainless UV Micro-tin Coating

### Preserving the authentic stainless texture

A premium finishing material created by applying a thin UV coating onto stainless steel to achieve a high-gloss appearance.



## Application



## Product Introduction

# GLAS:TEEL

## Glass + Steel

A complete alternative to high-gloss glass-laminated products

By combining DP or solid colors with PET, it delivers the high gloss and 4H hardness of glass while also offering the strength of steel and freedom in fabrication.

## Application



## Product Layer



## Features



### Excellent Quality

- 4H High Hardness
- High reliability in alkali, corrosion, and acid resistance.
- Enables flexible processing.



### UV Curing Treatment

- Achieves a glass-like appearance with high light transmittance through UV curing technology.
- Uses PET film for a refined and premium appearance.



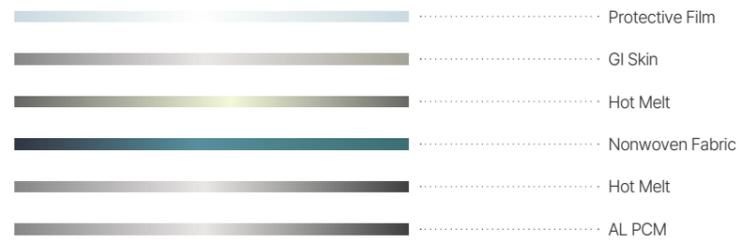
### Semi-Noncombustible Product

- Certified as a semi-noncombustible material with surface treatment under 0.1 mm.

## Specification

	Test Item	Test Method	Test Standard	Test Result
Short-term Physical Properties	Adhesion	100/100	100/100	100/100
	Pencil Hardness	UNI Pencil / 1 kg load	Above F	Above H
	Erichsen	5-24 mm/min & 6 mm	No defects	Good
	Impact	[½" × 50 cm × 500 g]	No defects	Good
	Formability	180° bending	2T no crack	Good
Long-term Physical Properties	Humidity Resistance	30°C, 65% / 168 hrs	No defects	Good
	Boiling Water Resistance	98 °C / 60 min	No defects	Good
	UV Resistance	15W / UV-C, 20 cm, 24 hrs	No defects	Good
	Corrosion Resistance	240 hrs continuous spray	Flat area good, X-cut within 2 mm	Good
	Stain Resistance	Monami red, blue, black pen / 24 hrs	No defects	Good
	Acid Resistance	CH <sub>3</sub> COOH 5% / 24 hrs immersion	No defects	Good
	Alkali Resistance	NaOH 5% / 24 hrs immersion	No defects	Good

## Product Layer



## Features



### Core Technology

- Improved surface quality through flattening technology.
- Compatible with dual-material bonding / surface treatment.



### Ultra-Lightweight & High Gloss

- Achieves rapid high gloss through aluminum properties.
- Reduces overall weight thanks to aluminum characteristics.



### Excellent Bonding Strength

- Maintains strong bonding and durability even under high temperature and humidity.
- Effective in maintaining TV durability and performance.

## Specification

Test Item		Test Method	Test Standard	Remarks
Short-term Physical Properties	Flexural Strength	3-Point Bending Test	≥ 30 MPa	
	Peel Strength	180° Peel Test	50 N/25mm*2	
	Thickness	Thickness Sensor Measurement	3.8 ~ 4.0mm	
	CURL	Automatic Curl Tester	-	Specified as post-processing property

## Product Introduction

# CFM

## Composite Fiber Material

A solution optimized for OLED TV structures

By applying a sandwich structure of aluminum and nonwoven fabric, it achieves weight reduction, maximized heat dissipation performance, and extended product lifespan.



# Pattern collection

## Digital print

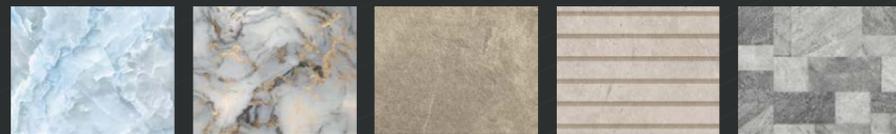
### STONE



ST-048-DG ST-049-DG ST-50-PK M-045-GN M-010-BK M-011-BL



ST-018-DG ST-019-DG ST-020-MG ST-021-DG M-012-BK ST-022-IV



ST-023-BL M-013-IV ST-024-BG ST-025-BG ST-026-LG

### WOOD



W-016-BR W-017-BK W-018-RBR W-019-BR W-020-LBR W-021-LBR



W-022-DBR W-023-RBR W-024-BG W-025-BR

### LEATHER



L-001-BK L-002-LBR L-003-DBR L-004-DBR L-005-BL L-006-BG



L-007-B

### FABRIC



F-001-BL F-002-BL F-004-IV F-003-LBR F-007-BR F-005-C

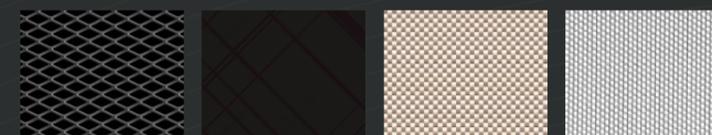


F-006-BL

### GEO-METRIC

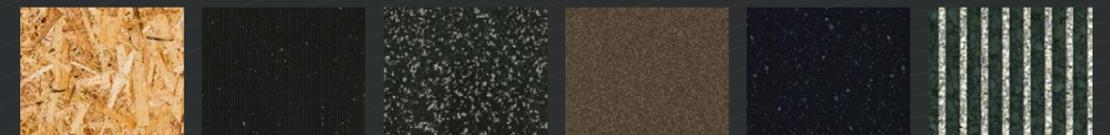


G-001-BK G-002-GN G-003-W G-004-W G-007-BK G-008-BK



G-005-BK G-006-BK G-009-BG G-010-LG

### RECYCLE



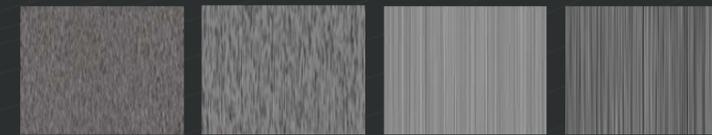
D-001-OAK D-002-BK D-003-BK D-004-BR D-005-BL D-006-GN

## Print (Gravure-offset)

### HAIRLINE



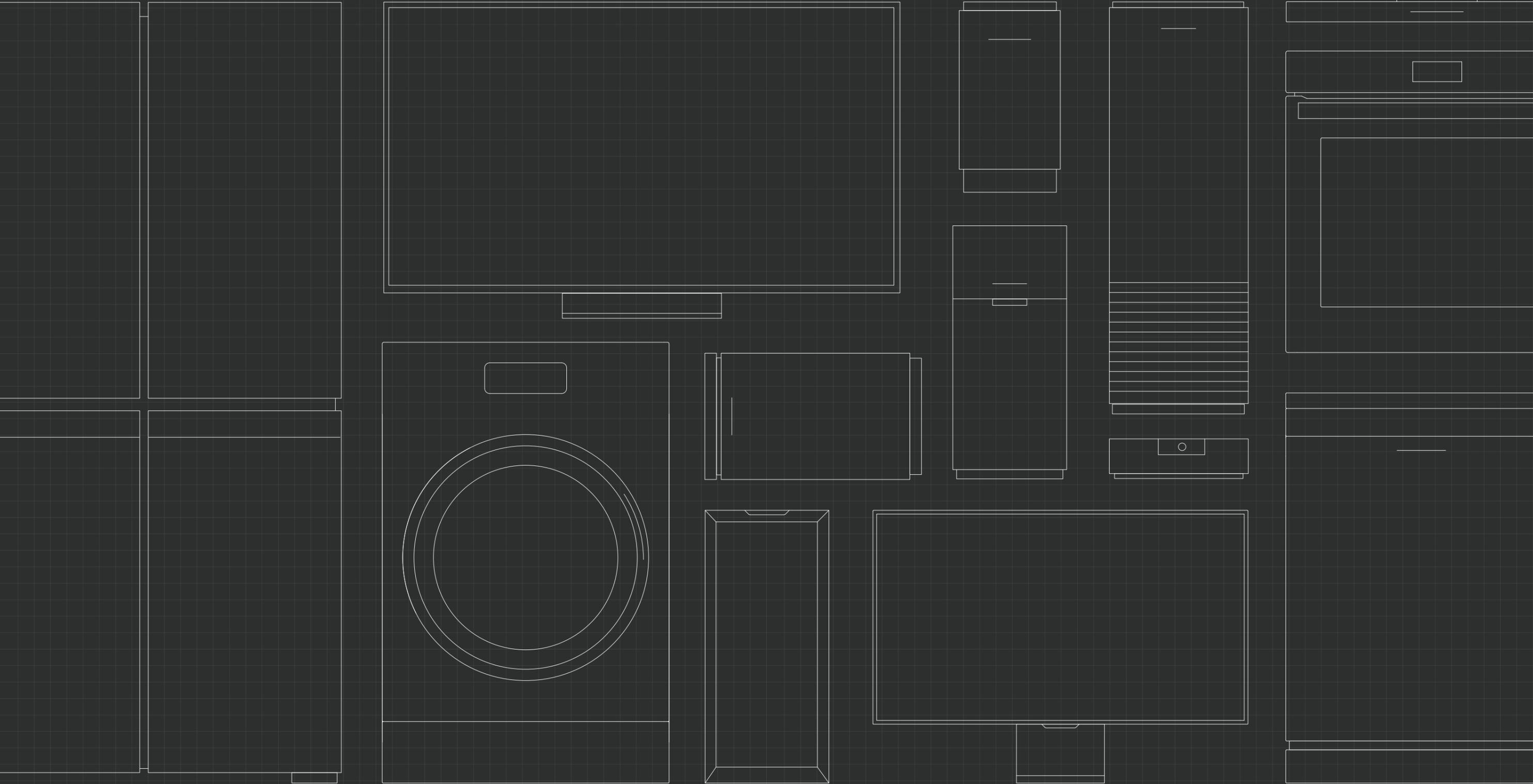
H-001-G H-002-G H-003-BK H-003-G H-003-DG H-004-MG



H-004-G H-005-G H-006-G H-007-MG

\* The color and size of this image may differ from the actual product.

Applicable products - Home Appliances & Media Ent.



Refrigerator

Washer

TV

Food waste disposer

PC

Monitor

Air purifier

Air conditioning

Monitor

Hood

Oven

Dishwasher

# Design Concept

01

## Prime Essence



With a design that captures the tranquility and harmony of the Nordic forests, it brings refined elegance and a deep sense of premium sophistication to everyday life.



Nordic Resonance



Warm Minimalism



Elemental Precision



Earthy Brownish



Fluid Curves



Soft Desert Neutrals

02

## Soft Serenity



It conveys the feeling of a quiet and peaceful journey that connects the warmth of leather, the clarity of water, and the softness of the desert into one harmonious experience.

03

## Color Play



Through vibrant colors and a unique sense of creativity, it adds energy and joy with cheerful, distinctive patterns.



Grounded Nature



Playful Hues



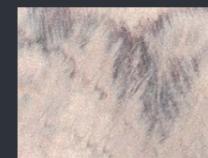
Curated Pop Colors

# STONE

It delicately reproduces a variety of textures to create a luxurious and solid surface, presenting a stone design that expresses rich colors, natural veining, and a sense of depth.



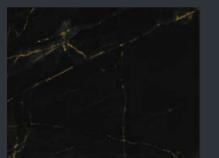
Charcol Granite



Luminous Sand



Onyx



Marquina



Glacier



Veins



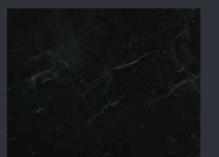
Basalt



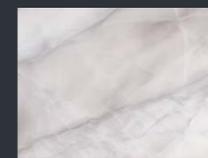
Scratch



Grain



Noir



Quartz



Champagne



Golden



Limestone



Louver



Mosaic

# Charcoal Granite

The rough, angular rock surface delivers a powerful sense of depth through rich textures and strong contrasts, visually capturing the solidity and grandeur of nature.



ST-049-RBR



ST-049-GN



ST-049-LG

# Luminous Sand

With the appearance of sand, soil, or fine pebbles naturally scattered and layered, the irregular distribution creates a visually rich sense of depth.



ST-50-PK



ST-50-PK



ST-50-BL



ST-50-GR

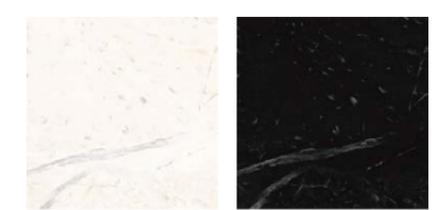
Soft  
Serenity



Onyx



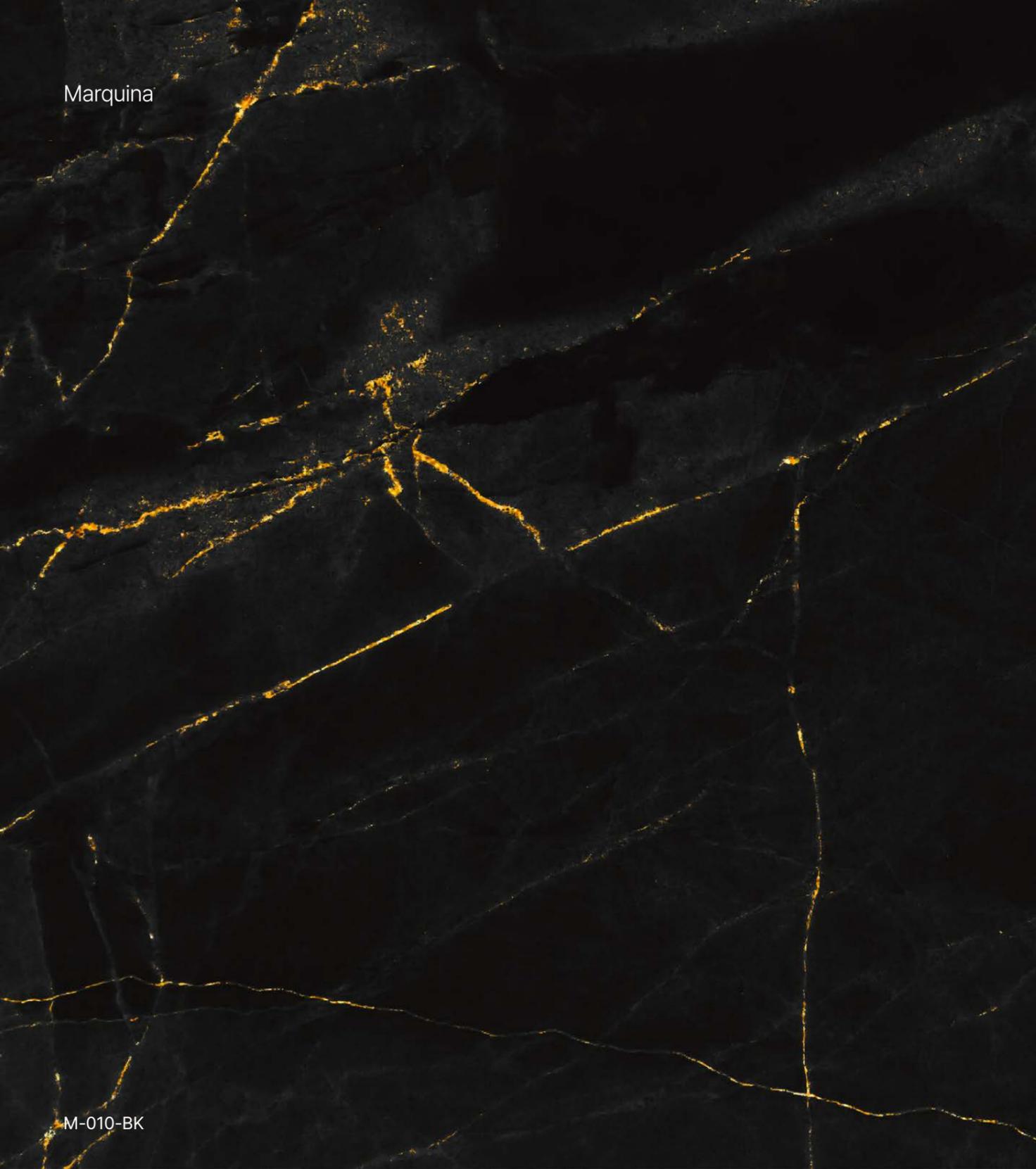
M-045-GN



M-045-IV

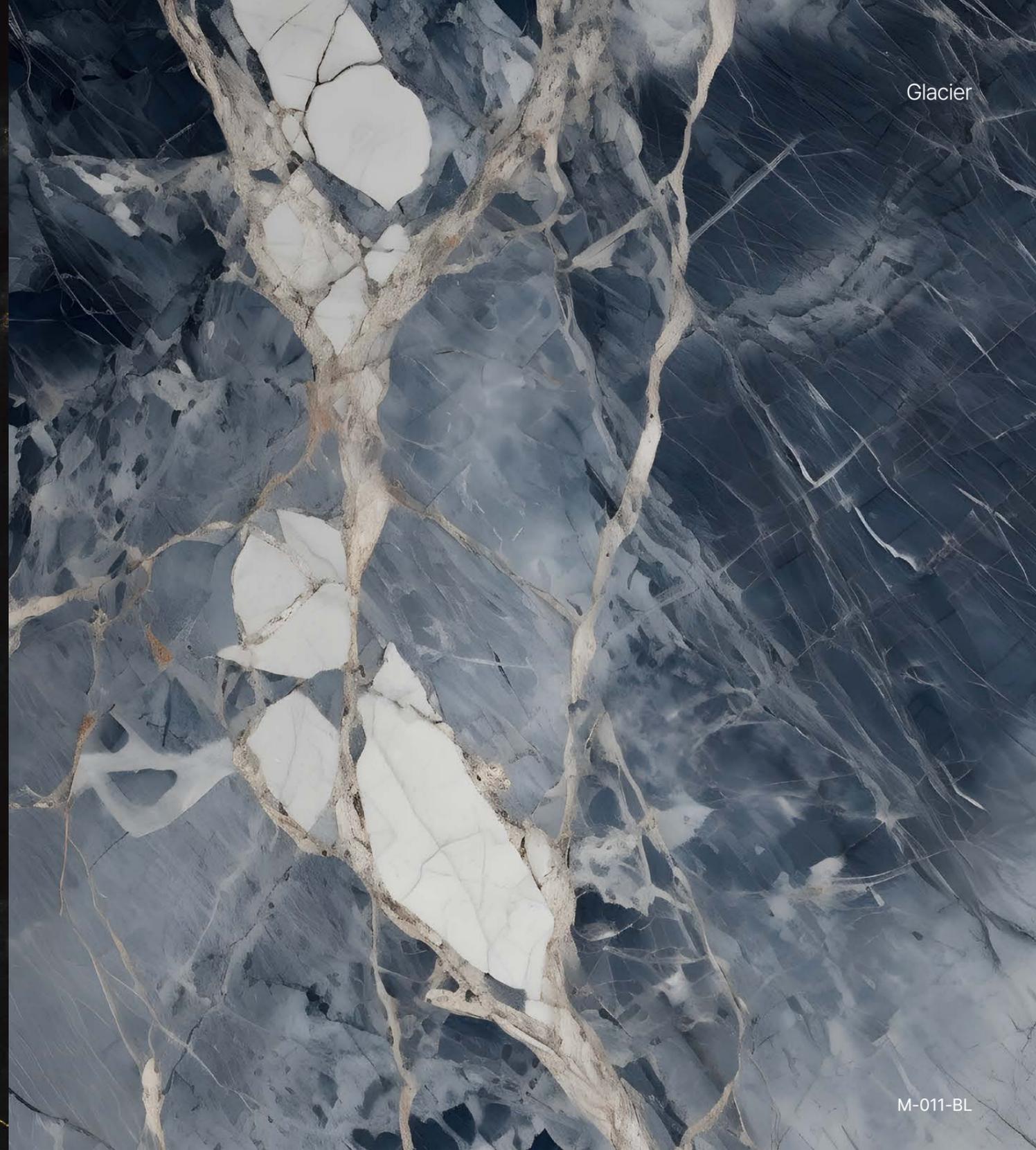
M-045-BK

Marquina

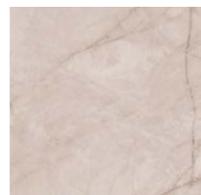


M-010-BK

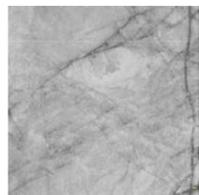
Glacier



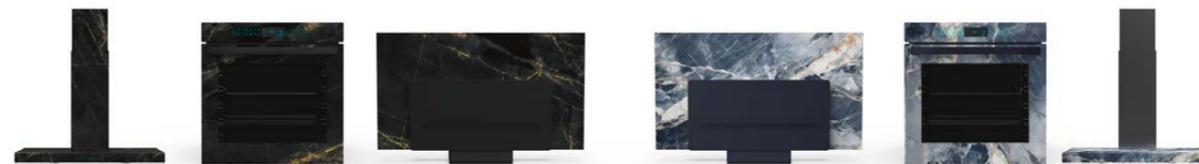
M-011-BL



M-010-IV



M-010-GR



M-011-BG



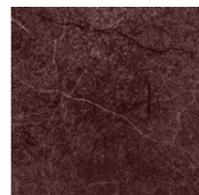
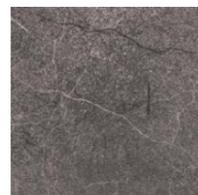
M-011-BL2

Veins

Basalt

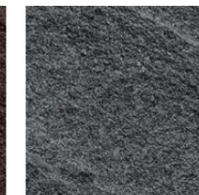
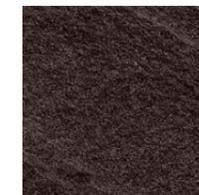
ST-018-DG

ST-019-DG



ST-018-G

ST-018-RD



ST-019-BR

ST-019-G



Scratch

ST-020-MG



ST-020-G



ST-020-DG

Grain

Noir

ST-021-DG

M-012-BK



ST-021-BR



ST-021-VBR



M-012-W



M-012-BL

Quartz

Champagne

ST-022-IV

ST-023-BL



ST-022-BR

ST-022-BL



ST-023-BG

ST-023-GN

Golden

Limestone

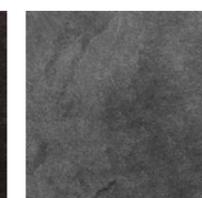
M-013-IV

ST-024-BG



M-013-MG

M-013-BK



ST-024-BK

ST-024-G

Louver

Mosaic

ST-025-BG

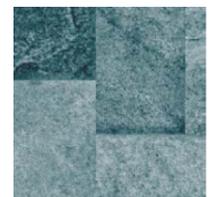
ST-026-LG



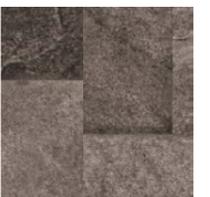
ST-025-BK



ST-025-LG



ST-026-GN



ST-026-BR

Emphasizing natural wood grains, it creates a warm and calming atmosphere, offering a harmonious wood design that complements various spaces and appliances with diverse tones and patterns.



Black Wood



Oak



Teak



Maple



Sandal



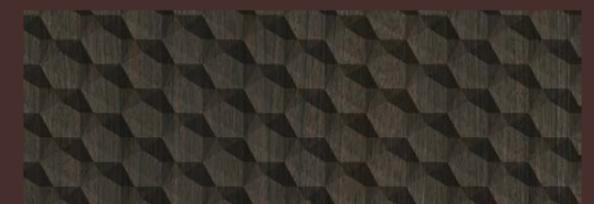
Ebony



Rosewood



Block



Hexa

W-017-BK

## Black Wood

Featuring a black wood pattern with refined details, it creates a modern and elegant atmosphere, making it ideal for premium products.



W-017-OAK



W-017-BK



W-017-BR

Prime  
Essence



Oak

W-018-RBR



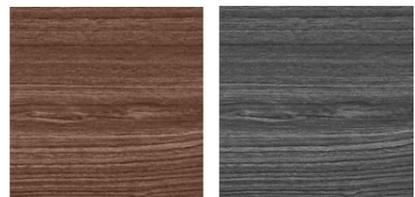
W-018-BG



W-018-BR

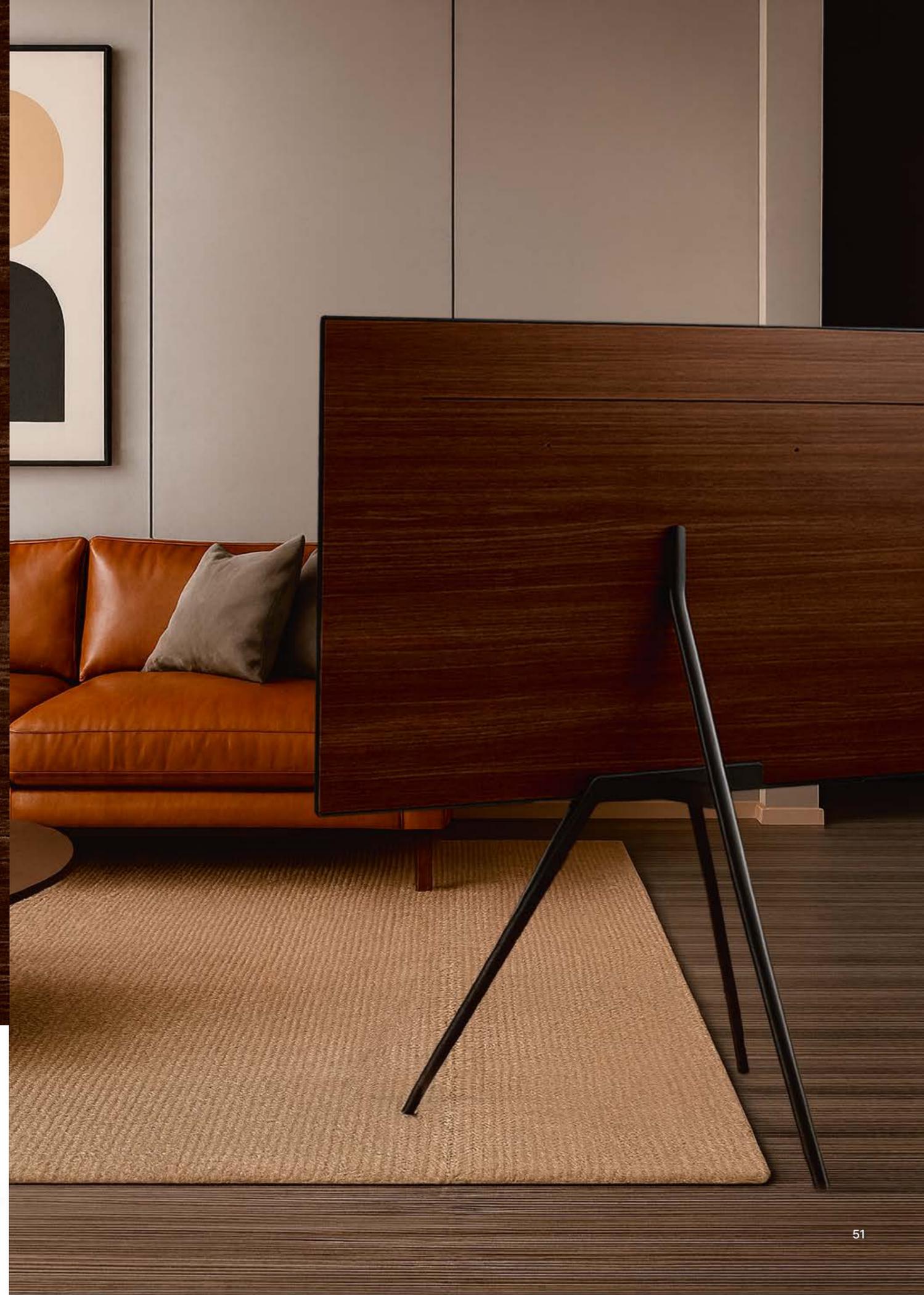
Teak

W-019-BR



W-019-LBR

W-019-G



Maple

Sandal

W-020-LBR

W-021-LBR



W-020-LG

W-020-DBR



W-021-BR

W-021-RBR

Ebony

Rosewood

W-022-DBR

W-023-RBR



W-022-BR

W-022-RBR



W-023-BR

W-023-BK

Block

Hexa

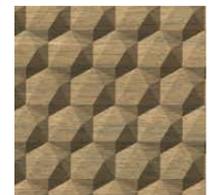
W-024-BG

W-025-DBR



W-024-IV

W-024-BK



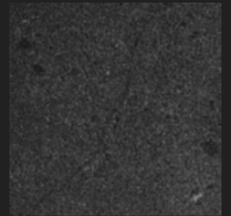
W-025-OAK

W-025-BR

Interior Scene  
Stone & Wood



W-019-BR



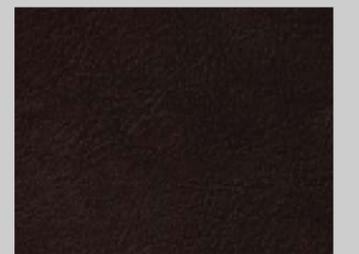
ST-021-DG



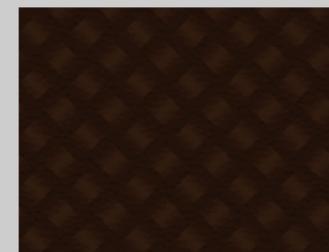
It precisely captures the distinctive grain and texture to create a refined surface, offering a leather design that combines rich colors with sophisticated luxury.



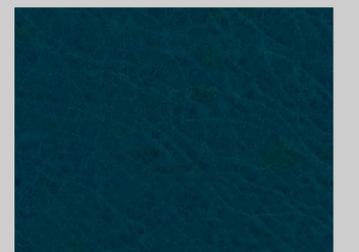
Suede



Saddle



Weave



Hound



Basket



Diamond Dot

Suede

Saddle

L-002-LBR

L-003-DBR



L-002-BG

L-002-BR



L-003-IV

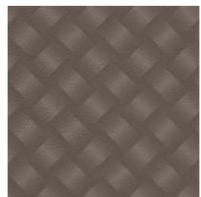
L-003-RBR

Weave

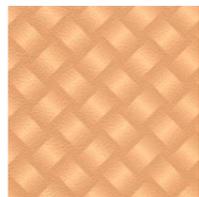
Color Leather

L-004-DBR

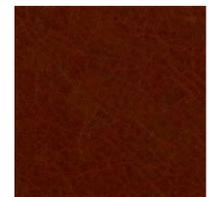
L-005-BL



L-004-G



L-004-BG

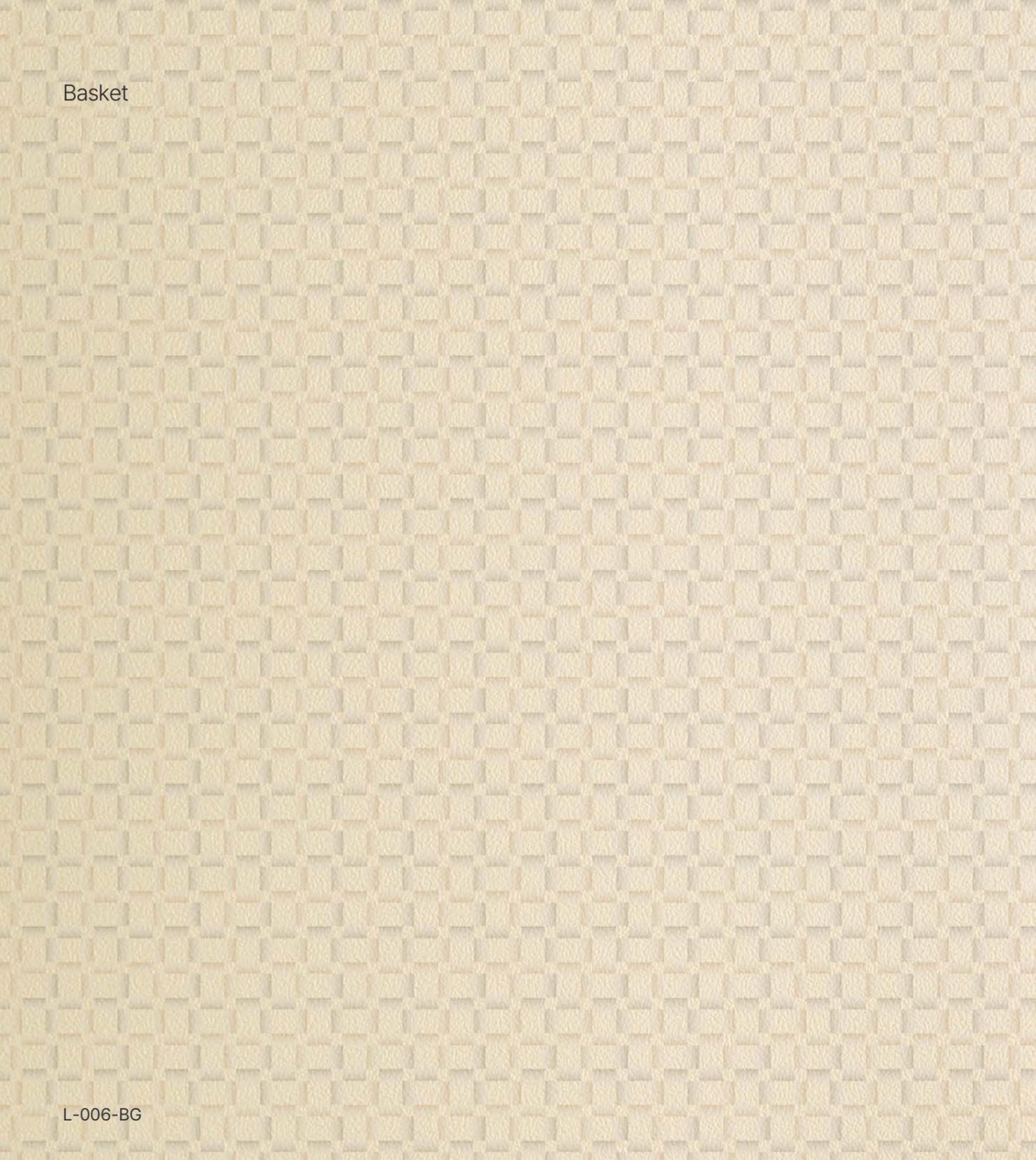


L-005-RBR



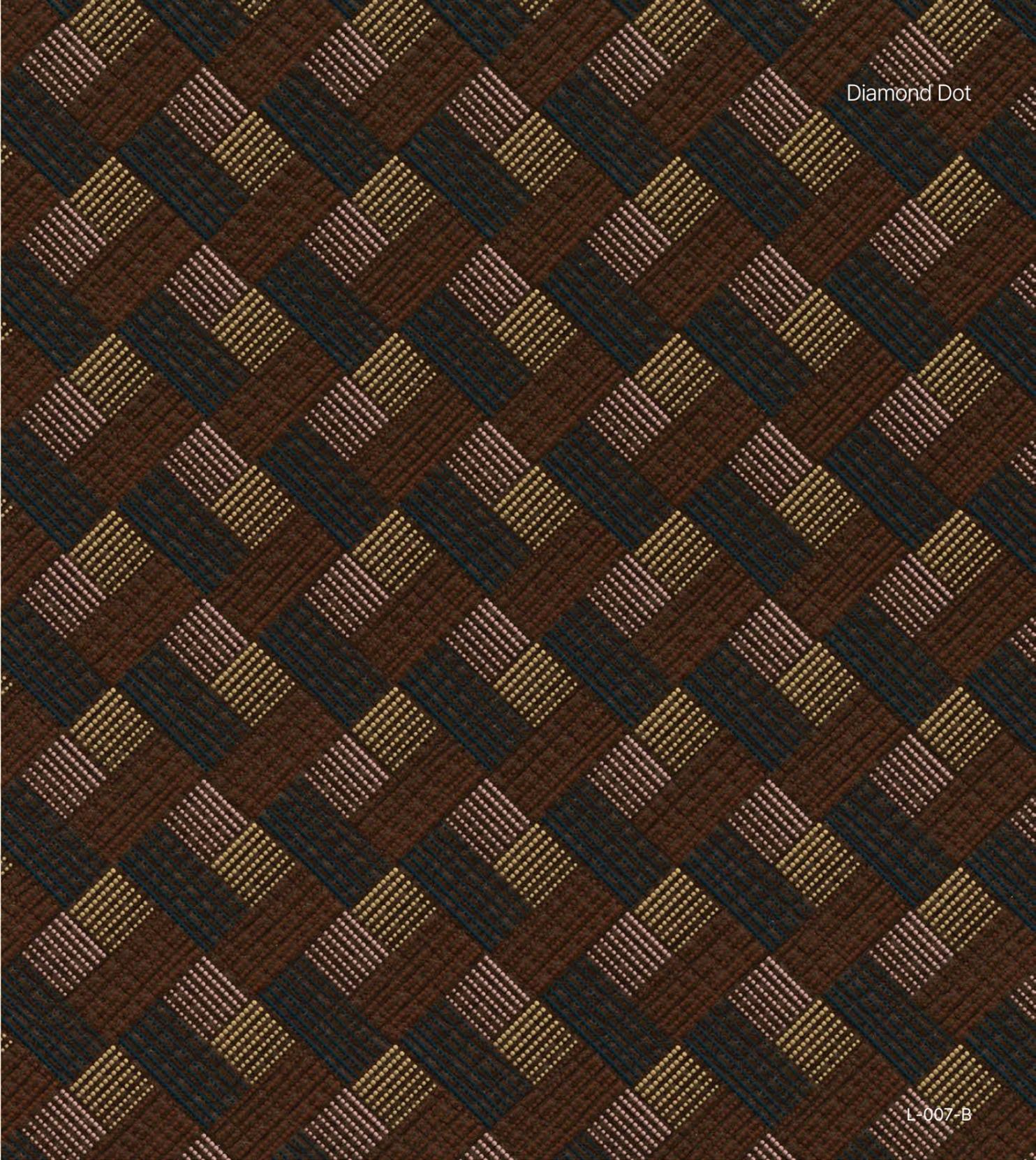
L-005-GN

Basket

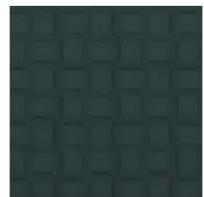


L-006-BG

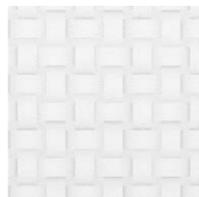
Diamond Dot



L-007-B



L-006-GN



L-006-W



L-007-C



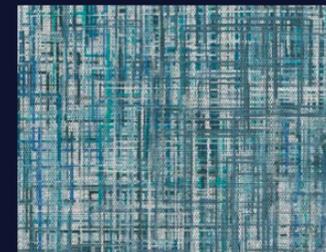
L-007-VBR



L-007-BG

# FABRIC

By visually expressing the weave and delicate texture of the fabric, it creates a soft and gentle impression, offering a design that conveys the fabric's unique sense of comfort and warmth.



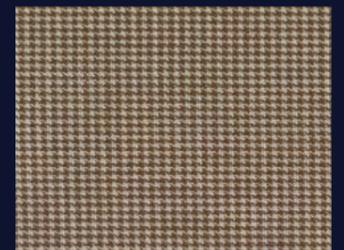
Woven Grid



Hemp



Color Check



Hound



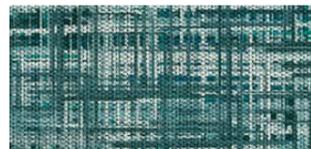
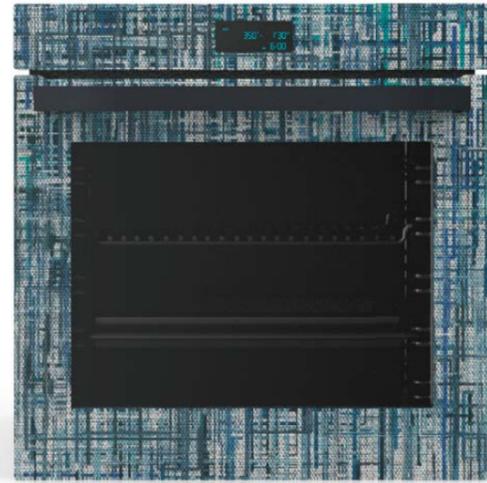
Cotton



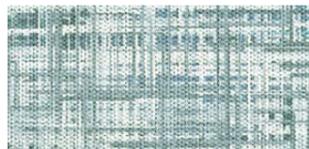
Twill

# Woven Grid

A blend of colors in varying tones creates a woven texture that resembles multiple layers of interlaced threads, while the unpredictable movement of the lines adds a distinctly modern touch.



F-002-GN



F-002-W

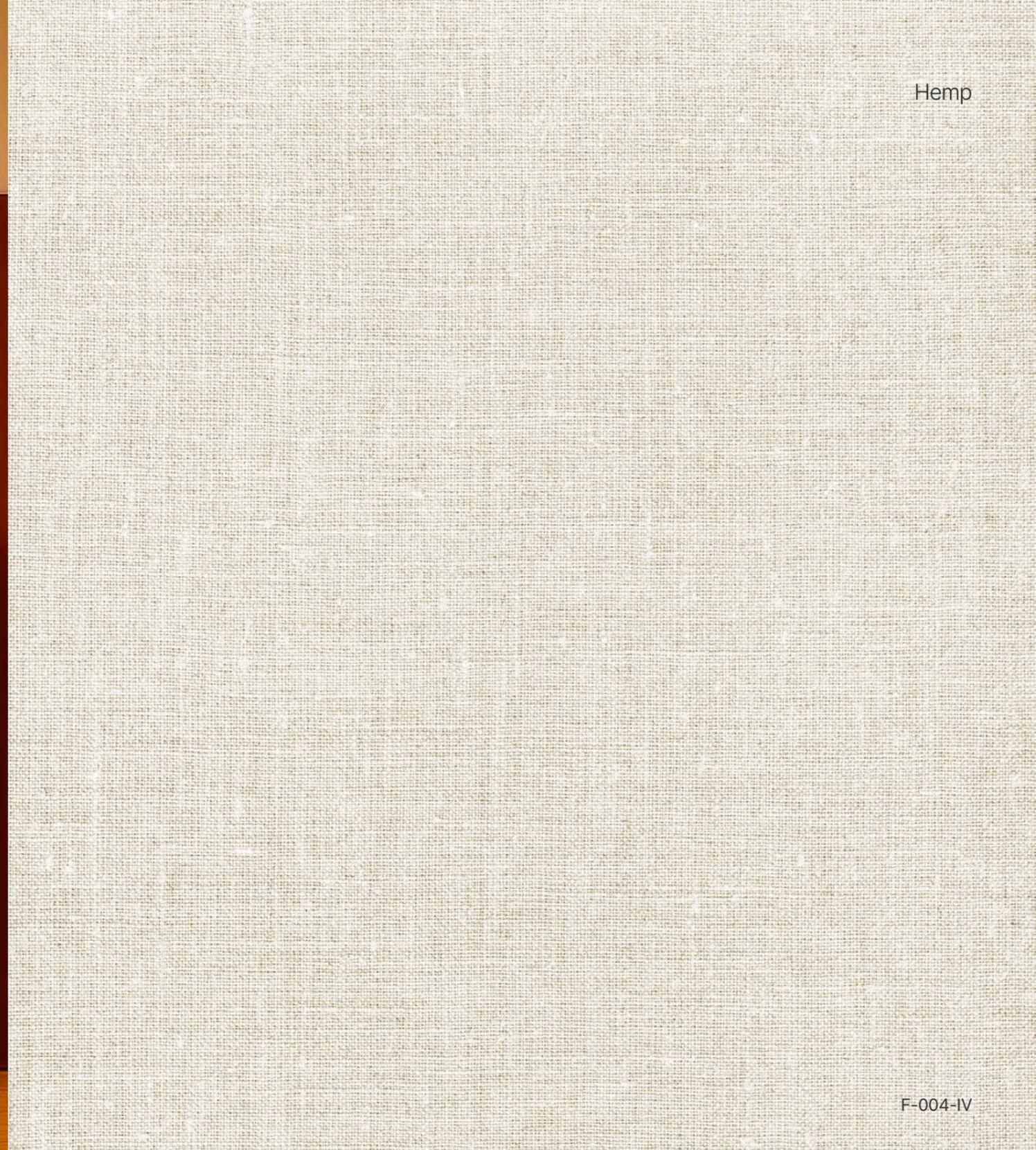


F-002-BG

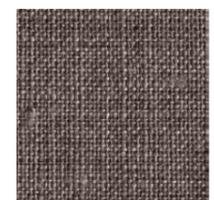
Color  
Play



Hemp



F-004-IV



F-004-VBR



F-004-LG

Color Check

Hound

F-003-LBR

F-007-BR



F-003-BL



F-003-GN



F-007-DBR



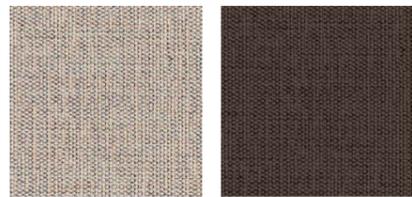
F-007-BG

Cotton

Twill

F-005-C

F-006-BL



F-005-BG

F-005-DBR



F-006-DBR

F-006-BR

# GEOMETRIC

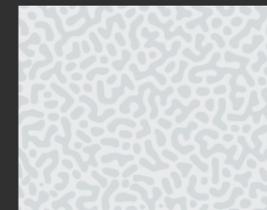
Utilizing lines, planes, and symmetrical structures, it forms a regular and modern pattern, presenting a geometric design that highlights simplicity and visual balance.



Leaf



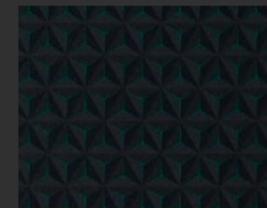
Tile



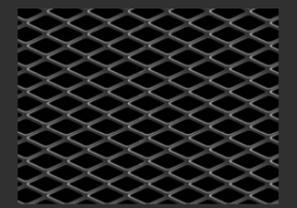
Maze



Carbon



Polygon



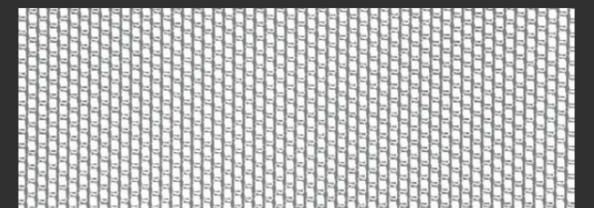
Matrix



Cross



Checker



Chain



Leaf

G-002-GN



G-002-BL

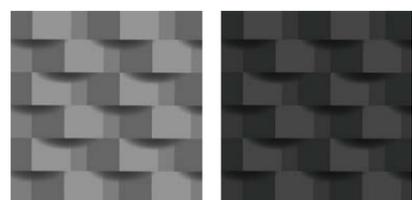
G-002-BG

Tile

Maze

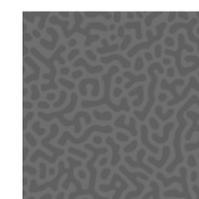
G-003-W

G-004-W



G-003-G

G-003-BK



G-004-G



G-004-BL

Matrix

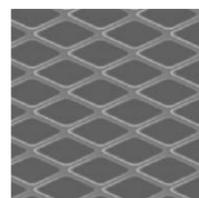
Cross

G-005-W

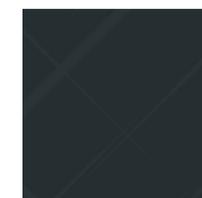
G-006-BK



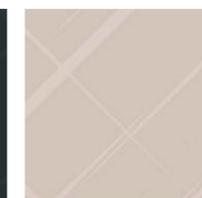
G-005-BL



G-005-G



G-006-DG



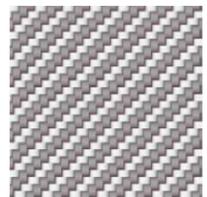
G-006-BG

Carbon

Polygon

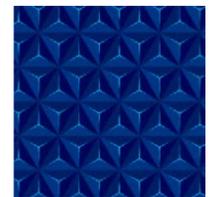
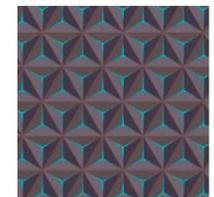
G-007-BK

G-008-BK



G-007-LG

G-007-G



G-008-G

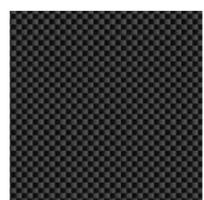
G-008-BL

Checker

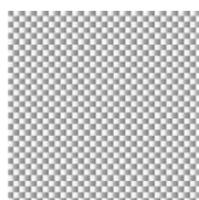
Chain

G-009-BG

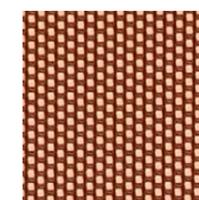
G-010-LG



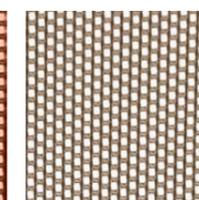
G-009-BK



G-009-LG



G-010-RBR



G-010-BG

# RECYCLE



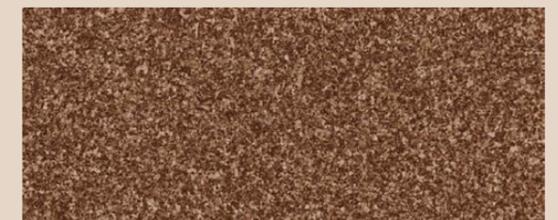
Inspired by natural materials, it embodies soothing colors and patterns, offering an eco-friendly design that aligns with sustainable trends.



Linear



Rubber



Cork



Nebula

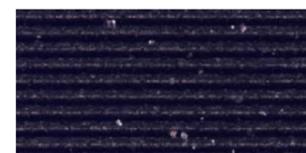


Stripped Marble

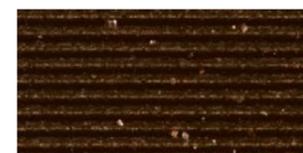
D-002-BK

## Linear

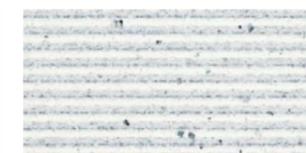
The surface made from coffee grounds features a series of consistent stripes, with small particles scattered irregularly to express a natural texture.



D-002-C



D-002-BR



D-002-W

Rubber

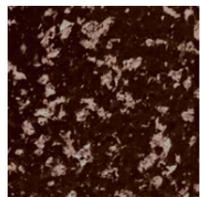


D-003-BK

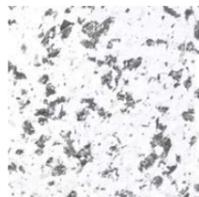
Cork



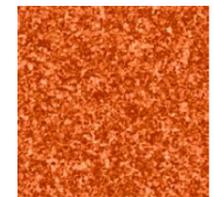
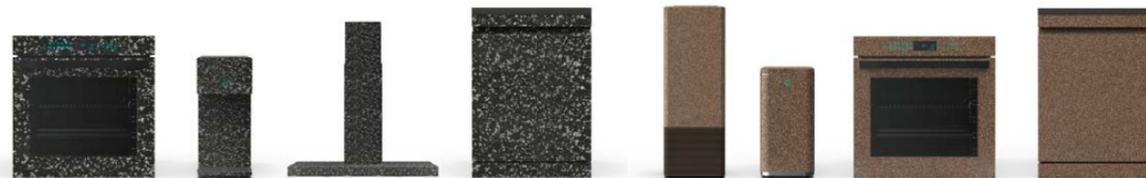
D-004-BR



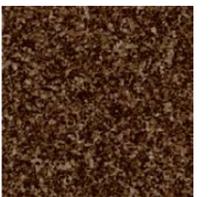
D-003-RBR



D-003-W



D-004-RBR



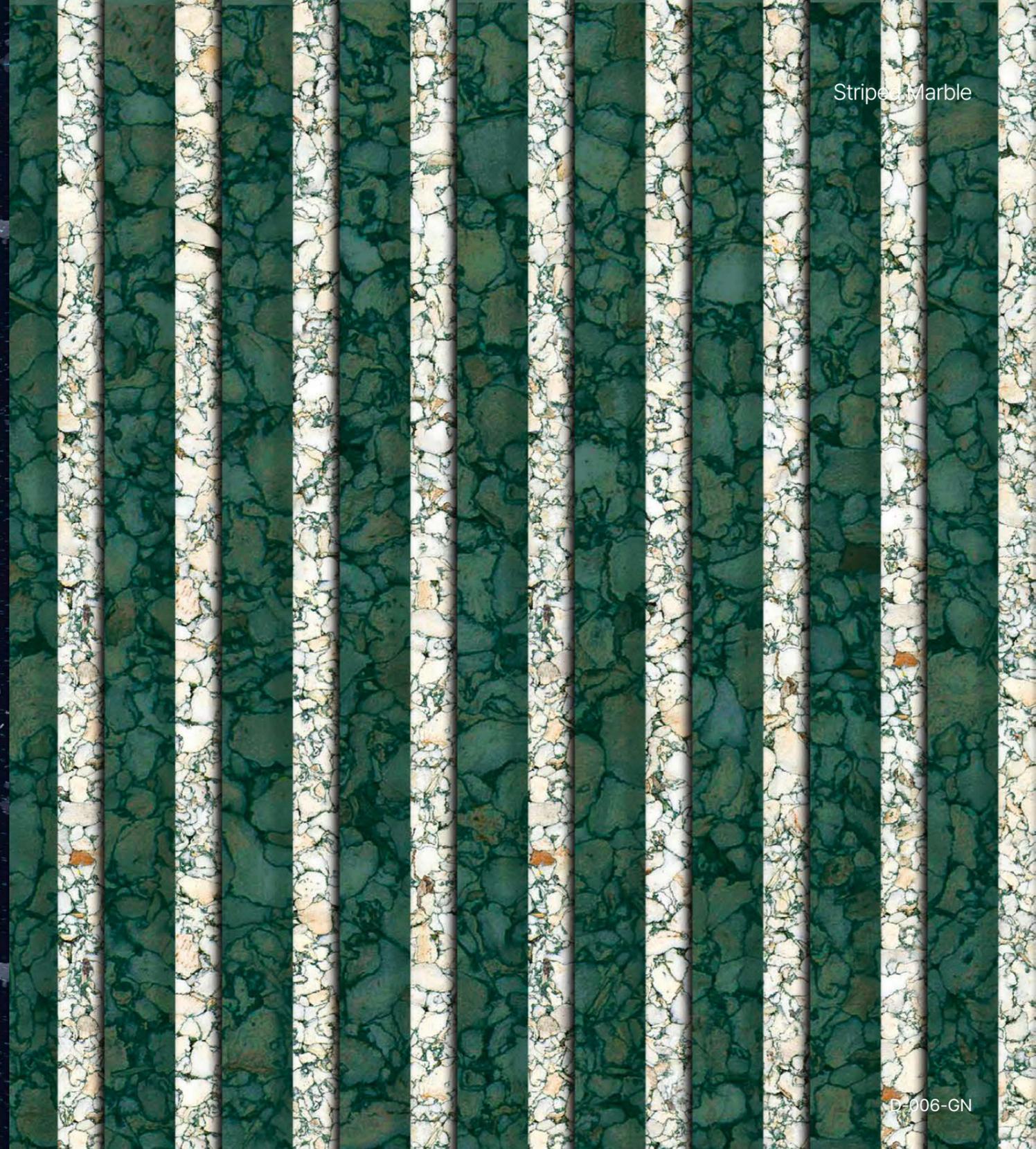
D-004-DBR

Terrazzo

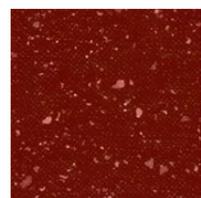


D-005-BL

Striped Marble



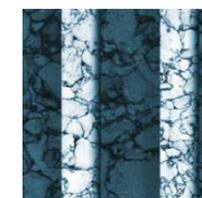
D-006-GN



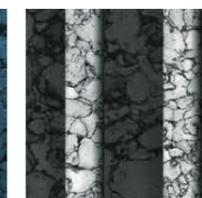
D-005-RD



D-005-BK



D-006-BL



D-006-BK

# HAIRLINE

Fine brushing lines are applied in a consistent direction on the metal surface to create a uniform metallic effect, offering a range of sleek and refined hairline designs.



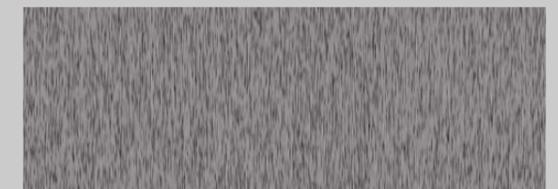
Standard Short Line



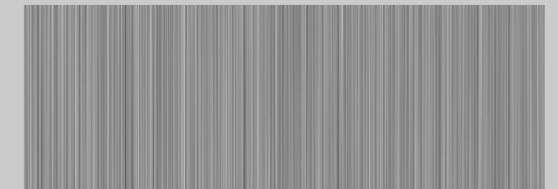
Thick - Middle Line



Thin - Short Line



Thick - Short Line



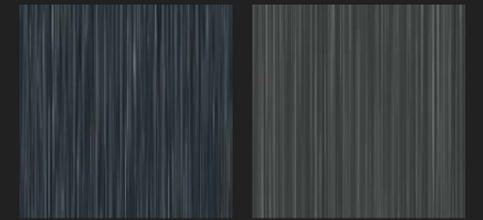
Thin - Long Line



Thick - Long Line

# Interior Scene

## Hairline



Standard Short Line Thick - Long Line



Standard Short Line

Thick - Middle Line

H-002-G

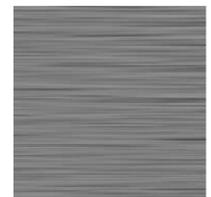
H-003-BK



H-002-DG



H-002-MG



H-003-G



H-003-DG

Thin - Short Line

Thick - Short Line

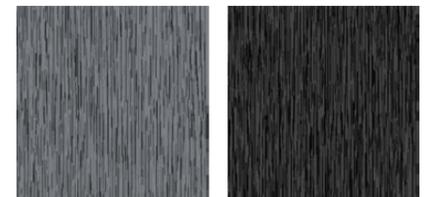
H-004-MG

H-005-G



H-004-G

H-004-BK



H-005-MG

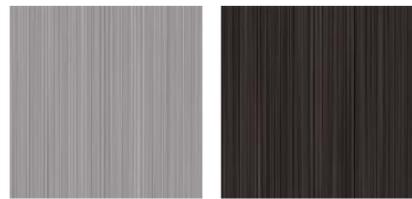
H-005-BK

Thin - Long Line

Thick - Long Line

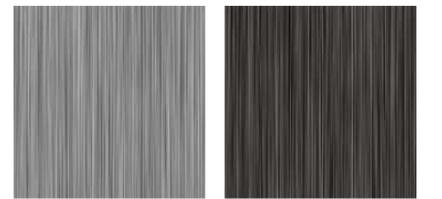
H-006-G

H-007-MG



H-006-MG

H-006-BK



H-007-G

H-007-BK

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