

· Inquiries : Assistant Deputy Director Jang Han-hee, Spokesperson's Office (042-481-4598)

**70 SME Products to Receive the Taegeuk Symbol as
“Brand-K,” Korea’s National Co-Brand of Small and
Medium Enterprises**

- 70 products selected during the final fair as the 3rd Brand-K products, and 5 innovative products selected as “Prospective Brand-K” to be verified in the domestic market

The Ministry of SMEs and Startups (Minister Kwon Chil-seung, hereafter MSS) announced that it has selected 70 products to be a part of the 3rd Brand-K, Korea’s national co-brand of SMEs, after the final fair.

The Brand-K project allows Korean SMEs that have difficulties in penetrating the domestic and international market due to lack of brand power to use the national co-brand “Brand-K” for their products with excellent technology and quality. It also provides assistance in promotion and sales of the products. 133 products were selected so far, and 70 new products will be added as the 3rd Brand-K products, resulting in a total of 203 products.

* 39 selected in 2019 (1st Brand-K), and 94 selected in 2020 (2nd Brand-K)

This year, private retail companies such as Lotte Homeshopping, 11Street and Market Kurly recommended products with excellent consumer responses during the application period to ensure more excellent products will benefit from the project.

Applications for 1,291 products were received either as regular applications or recommendations from related organizations* and private retail companies. 201 products passed the eligibility test and written evaluations to participate in the final fair.

* Korea SMEs and Startups Agency, Korea Institute of Startups and Entrepreneurship Development, Korea Foundation for Cooperation of Large & Small business, Rural Affairs, Gong Young Shopping, Korea International Trade Association, etc.

The products were classified into 4 areas of beauty, food, lifestyle, and home appliances and accessories products. The evaluation was conducted in two processes of actual product evaluation and company interviews by external experts selected as committee members. The products were evaluated based on 3 criteria: fit with the distribution channel, market competitiveness, and power to attract consumers.

This year, sales within the domestic market was also considered to select verified products that generated a certain level of awareness.

A total of 70 products were selected: 28 beauty products, 15 food products, 12 lifestyle products, and 15 home appliance and accessories products.

Eduntech's "Finnilo Stainless Coating Elegance Frying Pan Set" was selected as a best practice product. The product uses high-quality stainless steel and high-quality coating technology that was even recognized in foreign countries, and placed first in frying pan sales in Naver Smart Store. It was praised for its excellence by the expert evaluation committee.

Paseco's "Window-type Air Conditioner", a leader in the window-type air conditioner market, was also recognized for its potential for the international market and growth with its unique technology.

The selected products will go through a final check in May, and those without any reasons for disqualification will receive a certificate valid for 2 years.

Five innovative products with excellent technology but yet to be verified within the domestic market were chosen as "Prospective Brand-K" products. These products will be designated as Brand-K after being tested in the domestic market.

Products selected as Brand-K will be available for sales at Brand-K stores in Korea and in foreign countries (flagship stores) to improve brand awareness and promoted by testing groups. The companies will also receive assistance in creating promotional content, and become a part of various overseas marketing projects such as export vouchers, trade shows, New Southern online malls, and promotional events for Korean Wave festivals (KCON, etc.).

In addition, the products will be supported within the domestic market with merchandise fairs for retail company merchandisers, large scale sales events (Korea Donghaeng Sale, Christmas Markets, etc.) and other promotional events.

Roh Yong-seok Director General for Global Growth Policy of the MSS stated that "This year marks the 3rd year of Brand-K, and we (the MSS) will focus on increasing the brand awareness of Brand-K to expand its presence in the market."

He added, “We will try our best to make sure that importers and consumers from around the world will consider Brand-K Korea’s leading co-brand of SME products.”

Reference 1**Overview of the Final Fair for the 3rd Brand-K Products**

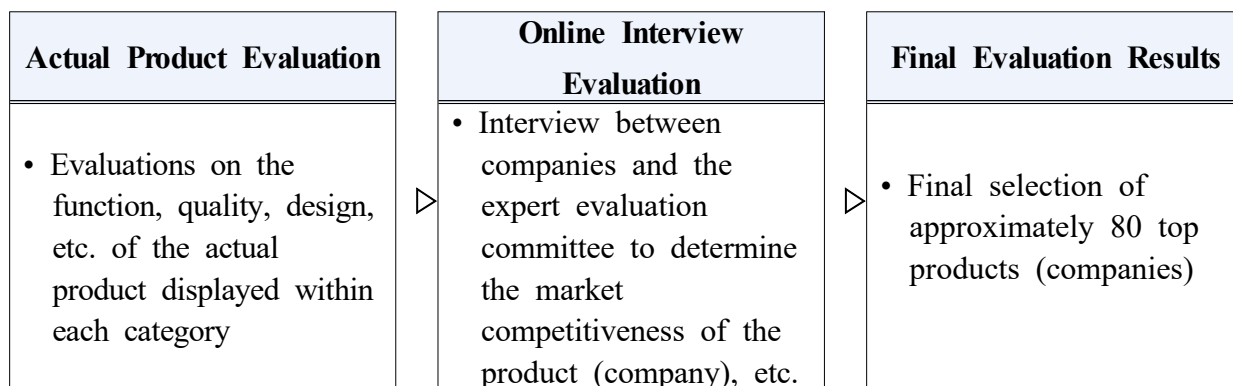
- **(Overview)** Selection of the 3rd Brand-K products among companies that have passed the written evaluation with evaluations from external experts
 - **(Duration and Location)** Tuesday, May 11, 2021, 13:00 – 18:00, Conference Room E, Coex
 - **(Products for Evaluation)** 201 products that have passed the written evaluation

Classification	Companies that have passed the written evaluation	Product Categories			
		Beauty	Food	Lifestyle (Kitchenware, furniture, etc.)	Home Appliances and Accessories (Appliances, fashion, etc.)
Number of companies (products)	201	48	91	31	31

- **(Selected Products) Maximum of 80 products**
 - Aside from the final selected products, products with excellent technology and innovation will be selected as “Prospective Brand-K” to become Brand-K after improving in marketability with support within the domestic market

□ **Evaluation**

- **(Evaluation Committee Members)** 35 external experts in retail and exports within each product category
 - ※ Secure a pool of expert evaluators with the recommendation of related organizations such as the Korea International Trade Association (Export) and Korea Merchandiser Association (Retail) (5 departments * 7 evaluators)
- **(Evaluation Process)** Actual product evaluation and online evaluation by establishing dedicated departments and committees of experts.
 - * (Departments) Total of 5 departments expected (1 beauty department, 2 food departments, 1 lifestyle department, 1 other department)



◦ **(Evaluation Criteria)**

Classification	Evaluation Index (Grade of S-A-B-C-D)	Subtotal	Total
Fit with the distribution channel	<ul style="list-style-type: none"> Appropriateness for the online and offline channels, suitability for exports, etc. 	30	100
Market Competitiveness	<ul style="list-style-type: none"> Product competitiveness, price competitiveness, etc. 	40	
Power to Attract Consumers	<ul style="list-style-type: none"> Convenience in terms of purchasing and using, etc. 	30	

□ Brand-K Products

No.	Company Name	Selected Product	Details	Image Reference
1	Gapo Lifecare	Air compression massager (Compressible Limb Therapy System)	<ul style="list-style-type: none"> · Founded in 2000 (CEO: Kim, Han-il), located in Gangwon · (Product Features) Massager that massages with air pressure while improving blood circulation 	
2	Gomotec	Ccomo refrigerator	<ul style="list-style-type: none"> · Founded in 1999 (CEO: Yoon, Il-jin), located in Gyeongnam · (Product Features) Edge-free multi-use small size refrigerator that fits well with any type of lifestyle and interior designs 	
3	Gwangjin Industrial Co., Ltd.	Ororoc tape cleaner	<ul style="list-style-type: none"> · Founded in 2003 (CEO: Hwang, Hyeong-cheol), located in Gyeongbuk · (Product Features) Sturdy and easy to remove pet care cleaner that uses films instead of paper 	
4	Nature Garden	6 Year Korean Red Ginseng Extract 365 Stick	<ul style="list-style-type: none"> · Founded in 2015 (CEO: Kim, Dae-hyun), located in Seoul · (Product Features) Stick-type 6 year red ginseng extract that is easy to keep and eat, over 1.7 million sold 	
5	Nousbo	Dr. Joe Nutri Bubble	<ul style="list-style-type: none"> · Founded in 2007 (CEO: Kim, Chang-gyun), located in Gyeonggi · (Product Features) Fizzy plant nutrients for home horticulture, with a patent for fizzy fertilizers 	
6	DoctorIM	RE:BLUE Balancing Cream-in-Mist	<ul style="list-style-type: none"> · Founded in 2016 (CEO: Im, I-Seok), located in Seoul · (Product Features) An advanced mist product with blue tansy cream to conveniently relieve the skin 	
7	Dermafrim	Bio Correction Ampoule Collagen R4	<ul style="list-style-type: none"> · Founded in 2002 (CEO: Han, Yoon-jae), located in Gangwon · (Product Features) High moisturizing collagen ampoule that focuses on skin elasticity with azulene, an ingredient used to treat burns in Europe 	

No.	Company Name	Selected Product	Details	Image Reference
8	Dermal Korea	Dr+ MEDM Triple C Serum	<ul style="list-style-type: none"> · Founded in 2012 (CEO: Jung, Yeon-ho), located in Chungbuk · (Product Features) An all-in-one anti-aging vitamin C serum that only includes ingredients that the skin needs, and excluded water 	
9	The Plus Interactive Co., Ltd.	Heart Percent DOTE ON MOOD EYE PALETTE	<ul style="list-style-type: none"> · Founded in 2015 (CEO: Lim, Hee-yeon), located in Seoul · (Product Features) Eye palette that includes oil that melts at body temperature to be more adhesive on the skin, with a vast array of colors that provide various color combinations 	
10	Dongyang Chemical	Chef's Ware Perfect Seal Food Container	<ul style="list-style-type: none"> · Founded in 2003 (CEO: Lee, Seon-gap), located in Gyeonggi · (Product Features) Airtight container that is excellent in terms of hygiene with the body made from tritan and an antibacterial packing lid. The product is semipermanent as it is easy to wash and its flaps do not break easily. 	
11	Doori Doori	Powder type meal substitute	<ul style="list-style-type: none"> · Founded in 1998 (CEO: Kim, Sang-hyeon), located in Chungnam · (Product Features) Powder type meal substitute in a bottle that can be consumed by shaking it with water or milk 	
12	Deep Point	Spear	<ul style="list-style-type: none"> · Founded in 2017 (CEO: Lee, Dong-jun), located in Seoul · (Product Features) Hands-free hair wax for men that can be conveniently used without having to touch the wax with the hands 	
13	Leidex	Foreul Heart for My Lipstick	<ul style="list-style-type: none"> · Founded in 2007 (CEO: Jung Ha-il), located in Incheon · (Product Features) A matte lipstick with creamy texture that is highly pigmented and soft on the lips to create a distinct mood for the lips 	
14	Royal Metal IND CO., LTD.	HON Nail Clipper	<ul style="list-style-type: none"> · Founded in 1981 (CEO: Jung, Gap-seon), located in Gyeonggi · (Product Features) Nail clipper with a sharp blade that has been ground 5 times to clip nails easily and conveniently 	

No.	Company Name	Selected Product	Details	Image Reference
15	Monoglot Holdings	Elroel Blanc Cover Cream Stick	<ul style="list-style-type: none"> · Founded in 2016 (CEO: Yoo, Yang-hee), located in Seoul · (Product Features) Elroel's magic foundation stick with unique texture that transforms from cream to foundation, and changes color to match the user's skin 	
16	Morys Leports CO., LTD.	MS-065 Temple Changer	<ul style="list-style-type: none"> · Founded in 1993 (CEO: Ki, No-sung) located in Gyeonggi · (Product Features) Sports goggles that use TR90, a shock-resistant material. The lens are magnetic and can be changed easily, the frames can be adjusted according to the wearer's eyesight, and the goggles are equipped with cylinder lens that are windproof 	
17	Bow Wow Korea	Origi-7 (For pets)	<ul style="list-style-type: none"> · Founded in 2018 (CEO: Ko, Eun-sook), located in Busan · (Product Features) Premium organic semi-moist feed that acquired both USDA and Korea organic certifications. It is effective for antioxidation and preventing allergies. 	
18	Baekjo Sink	Calmforte 830 (Sink bowl)	<ul style="list-style-type: none"> · Founded in 1964 (CEO: Lee, Jong-wook), located in Seoul · (Product Features) Premium kitchen sink bowl that is embossed and coated to be scratchproof and antibiotic. It is also equipped with "Quiet pad for noise protection." The product received the 2020 Good Design Award. 	
19	Beauce Merchandising	Lapalette Beauty Calming Green Turnover Toner	<ul style="list-style-type: none"> · Founded in 1991 (CEO: Min Sung-gi), located in Seoul · (Product Features) The refresh calming toner contains over 87% green tea ingredients from Boseong, Jeollanam-do to calm the skin. With natural AHA, BHA, and PHA, it normalizes the skin turnover cycle. 	
20	Boto Superfood	Beauty Secret Pomegranate Collagen Jelly Stick (20g x 15 Sticks)	<ul style="list-style-type: none"> · Founded in 2014 (CEO: Kim, Jun-beom), located in Gyeonggi · (Product Features) A perfect combination of pomegranate and collagen, two ingredients that are great for women's health and skin. This K-beauty jelly product is also delicious. 	

No.	Company Name	Selected Product	Details	Image Reference
21	Boksoondoga	Boksoondoga Hand-brewed Makgeolli	<ul style="list-style-type: none"> · Founded in 2014 (CEO: Kim, Jeong-sik), located in Ulsan · (Product Features) Korean traditional sparkling wine made from traditional yeast to provide a great feeling of refreshment. The product was selected as the 2015 Excellent Cultural Product (K-Ribbon) 	
22	Brand 501	Shaving Booster Shaving Cream Set (5 products)	<ul style="list-style-type: none"> · Founded in 2017 (CEO: Yoo, Gyeong-hwa), located in Seoul · (Product Features) The Shaving Booster shaving cream creates an oil protective layer on the skin to ensure a safe and soft shave. It was selected as the Rising Star product in the 2020 Olive Young Trend Awards 	
23	Vivozon Healthcare	Tinazana Pineapple Deep Cleanser 120g (Vegan Cosmetics)	<ul style="list-style-type: none"> · Founded in 2002 (CEO: Han, Jae-gwan), located in Gyeonggi · (Product Features) Hypoallergenic cleanser that is effective for washing off ultrafine particles and 97% biodegradable. It was certified by the Vegan Society. 	
24	B&D Life Health	Detergent Revolution Premium	<ul style="list-style-type: none"> · Founded in 2012 (CEO: Lee, Daniel), located in Chungbuk · (Product Features) An all-purpose high function cleaner that is made from natural ingredients instead of chemicals. It may be used for cleaning the house, washing the dishes, and sterilization. 	
25	Seoul F&B	Ontong Soy Milk Black Bean Soy Milk 99.8	<ul style="list-style-type: none"> · Founded in 2007 (CEO: Oh, Deok-geun), located in Gangwon · (Product Features) The healthy premium soy milk is produced with the container soy milk manufacturing method to carry all nutrients from Korean black beans. It is also certified as a vegan food product. 	
26	Seoul Propolis	Water Soluble Propolis Spray & Stick	<ul style="list-style-type: none"> · Founded in 2003 (CEO: Lee, Seung-wan), located in Daejeon · (Product Features) With a patent for combining the propolis from 3 different countries, the water soluble propolis spray maximizes antibacterial effects. It was selected as a Korea World Class product. 	


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27	Seohyeon PMS	Folder Wing Plus Clothes Hanger	<ul style="list-style-type: none"> · Founded in 2006 (CEO: Kim, Jin-guk), located in Seoul · (Product Features) A different form of clothes hangers that we use every day, with intellectual property rights not only in Korea but also in foreign countries 	
28	Sung Gyung Food	Jidopyo Seasoned Sliced Laver	<ul style="list-style-type: none"> · Founded in 2015 (CEO: Lim, Young-cheong), located in Daejeon · (Product Features) Sliced laver made from healthy Korean seaweed, handmade perilla oil, and pure sun-dried salt from New Zealand at the optimal temperature and with high-tech equipment 	
29	Solarluce	Lumiola H10+ (Light therapy product to stimulate growth plates)	<ul style="list-style-type: none"> · Founded in 2002 (CEO: Kim, Yong-il), located in Gyeonggi · (Product Features) The world's first light therapy product that stimulates growth plates that are especially concentrated on the knees where 65% of children's growth plates are located 	
30	Soonsu Korea	Bebeen Baby Wet Tissue	<ul style="list-style-type: none"> · Founded in 2014 (CEO: Yang, Chil-sik), located in Gyeongbuk · (Product Features) Multipurpose wet tissues that can be used for babies with only safe ingredients. It was the winner of the 2019 Korea Premium Brand. 	
31	Sherwood	Flosika Fabric Functional Sofa	<ul style="list-style-type: none"> · Founded in 2000 (CEO: Beom, Jin-hyung), located in Gyeonggi · (Product Features) Waterproof fabric couch made from French yarn with easy-clean functions, excellent in wear resistance (tested 20,000 times), and air permeability 	
32	Sapa F&C	Sapa Freshwater Fishing Rod (Premium Dodo)	<ul style="list-style-type: none"> · Founded in 2014 (CEO: Lee, Sung-hee, and Jung, Jong-chan), located in Gyeonggi · (Product Features) Technology integrated freshwater fishing rod that uses ultra high elastic 40Ton carbon 	
33	CMA Global	Clearsee Anti-fog Cleaner	<ul style="list-style-type: none"> · Founded in 2010 (CEO: Kim, Young-sun), located in Daegu · (Product Features) Glasses cleaner with special coating to prevent fogs. It passed the REACH (harmful substances) test from Europe and OEKO-TEX (harmful substance) test 	

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34	RLAP	Rovectin Clean Lotus Water Cream	<ul style="list-style-type: none"> · Founded in 2011 (CEO: Lee, Sung-soo), located in Seoul · (Product Features) 100% vegan eco-friendly moisturizing cream with an eco-friendly packaging that can be used daily 	
35	SLC	Hanaro Modeling Mask Moisturizer	<ul style="list-style-type: none"> · Founded in 2015 (CEO: Kim, Jong-woo), located in Daegu · (Product Features) A one-step modeling mask product that does not have to be mixed and can be applied without any tools 	
36	AidKorea Company	Mary & May Sensitive Soothing Gel Blemish Cream (70g)	<ul style="list-style-type: none"> · Founded in 2016 (CEO: Cho, Kyu-tae), located in Gyeonggi · (Product Features) Moisturizing cream that has been clinically proven to provide immediate cooling and soothing effects to the skin that has become sensitive from external substances. 	
37	HKP	Soflisse Foot Peeling Double Essence Mask	<ul style="list-style-type: none"> · Founded in 2000 (CEO: Kim, Seok-moon, and Kim, In-tack), located in Chungnam · (Product Features) Foot mask that peels off dead skin cells with fruit compound extracts and provides cooling care and soothes the skin with cypress tree water and menthol 	
38	HP&C	ThelavicoS Delicate Daily Moisturizer	<ul style="list-style-type: none"> · Founded in 2014 (CEO: Kim, Hong-suk), located in Seoul · (Product Features) High moisturizing soothing cream that feels good on the skin, prevents the loss of moisture, and relaxes the skin 	
39	Aplus	Mungnyang Kitchen Honey Skin Korean Beef Collagen Gum, Golden Poop Treat	<ul style="list-style-type: none"> · Founded in 2008 (CEO: Lee, Seung-hoon), located in Incheon · (Product Features) Pet treat with collagen from the skin of Korean cows and fructooligosaccharide that is effective for intestinal health, relieving stress, better skin, and healthy fur 	
40	NCM	Blooming Bidet J9000T	<ul style="list-style-type: none"> · Founded in 2002 (CEO: Kim, Hyung-joong), located in Gyeonggi · (Product Features) Bidet product that is more hygienic with multiple functions such as drying and hip bath, massaging, and power save mode. It has been labeled waterproof with IPX4 water resistance and has separate nozzles for washing and bidet. 	

No.	Company Name	Selected Product	Details	Image Reference
41	LS Cosmetic	BU & HWA Oriental Herbal Soothing Mask	<ul style="list-style-type: none"> · Founded in 2009 (CEO: Hue, Yong-ki), located in Incheon · (Product Features) Skin brightening and anti-aging functional cosmetic product based on a treatment for the Emperor from the Donguibogam to provide moisture and elasticity for the skin 	
42	MpacPlus	Jellyfarm+ Microcell Silicon Puff	<ul style="list-style-type: none"> · Founded in 2015 (CEO: Son, Gwang-o), located in Seoul · (Product Features) World's first puff with 8,100 types of microcells on the surface to help makeup to become more adhesive with only a thin layer 	
43	O&Young International	O&Young Acme Beta-Glucan Cleansing Balm	<ul style="list-style-type: none"> · Founded in 2017 (CEO: Oh, Se-jun), located in Seoul · (Product Features) Strong cleansing balm excellent for removing makeup without washing the face twice 	
44	Ultra V	UltraV Idebenone Signature Ampoule	<ul style="list-style-type: none"> · Founded in 2012 (CEO: Kwon, Han-jin), located in Incheon · (Product Features) High functional antioxidant ampoule that contains idebenone, a strong antioxidant ingredient, and is effective for skin brightening, freckles, anti-aging, and lifting 	
45	Welcos	Medipam Green Plus Cream	<ul style="list-style-type: none"> · Founded in 1986 (CEO: Kim Young-don), located in Seoul · (Product Features) Double functional cosmetic product for wrinkles and skin brightening that contains hyppophae rhamnoides oil (vitamin for skin brightening), centella asiatica extract (calming cica), and hyaluronic acid (moisture) 	
46	UCL	Reviving Dust Cleansing Gel to Foam	<ul style="list-style-type: none"> · Founded in 1991 (CEO: Lee, Ji-won), located in Jeju · (Product Features) One-step hypoallergenic low-pH cleanser that can clean makeup and fine dust with a soft touch 	
47	Edentech	Finnilo Stainless Coating Frying Pan	<ul style="list-style-type: none"> · Founded in 2000 (CEO: An, Young-gi), located in Chungnam · (Product Features) Five-ply luxurious stainless steel frying pan with high-quality coating from Whitford USA 	

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48	Emax Solutions	Maxsaver Pro Diesel 300ml (Diesel vehicle fuel additive)	<ul style="list-style-type: none"> · Founded in 2002 (CEO: Lim, Dae-jae), located in Jeonnam · (Product Features) Fuel additive for diesel vehicles with cetane number improver, lubricity improver, detergent dispersant, and moisture emulsifier 	
49	Ionpolis	LED Vitamin Filter Showerhead with Temperature Display	<ul style="list-style-type: none"> · Founded in 2016 (CEO: Hwang, Gyu-jin), located in Incheon · (Product Features) Showerhead with an LED temperature sensor display that shows three levels of water temperature (cold, lukewarm, hot) that is also effective in removing chlorine with vitamins 	
50	Egtech	[Nature Share] Konjac Jjondeugi Series	<ul style="list-style-type: none"> · Founded in 2012 (CEO: Baek, Woon-seop), located in Daejeon · (Product Features) Konjac Jjondeugi combines konjac and grains to the Korean traditional snack jjondeugi. It is free from preservatives, artificial coloring, and artificial flavoring. 	
51	Explzn	Sister Ann Double Effect Waterproof Eye Pencil	<ul style="list-style-type: none"> · Founded in 2012 (CEO: Chun Jung-wook), located in Seoul · (Product Features) Strong smudgeproof and waterproof eyeliner that is number 1 in sales in Korea 	
52	Jardin	Jardin Our Tea	<ul style="list-style-type: none"> · Founded in 1984 (CEO: Yoon, Young-no), located in Seoul · (Product Features) Premium blending tea with a great harmony of fruits dried with love, black tea leaves, and natural fruit juice 	
53	Zero Founders	Kefii Bubble Cleanser	<ul style="list-style-type: none"> · Founded in 2017 (CEO: Jung Han-na), located in Gyeonggi · (Product Features) All-in-one body cleanser product with a special foamy texture that is effective for EQ development, and can be used for art classes and feel games for children 	
54	Jeus	Byeol & Byeol Charm Jeju Tangerine Chips	<ul style="list-style-type: none"> · Founded in 2014 (CEO: Kim, Han-sang), located in Jeju · (Product Features) Fruit snack that maximizes the crispiness of the Jeju Tyvek tangerines with patented drying technology. The product was certified for Jeju Ingredients from Jeju Special Self-Governing Province (JQ Certified) 	


No.	Company Name	Selected Product	Details	Image Reference
55	J World Tech	Lovpe Good Morning Mixer	<ul style="list-style-type: none"> · Founded in 2002 (CEO: Maeng Myeong-ho), located in Gyeonggi · (Product Features) “One-stop mixer” that becomes a tumbler for you to take out with you 	
56	Jeju Beer Company	Jeju Wit Ale	<ul style="list-style-type: none"> · Founded in 2015 (CEO: Moon Hyuk-kee), located in Jeju · (Product Features) The Jeju Wit Ale is a wheat beer with a fresh end taste with the citrus and flower scent of the Jeju tangerine peel. It was given the Silver Award at the 2018 Australian International Beer Awards. 	
57	Jekiss	Jeju Tangerine Tarte	<ul style="list-style-type: none"> · Founded in 2003 (CEO: Jung Ki-beom), located in Jeju · (Product Features) Tarte made with Jeju tangerine puree and Jeju buckwheat dough 	
58	Zenpia	Starting Treatment Rose Essence	<ul style="list-style-type: none"> · 2007 (CEO: Joung, Jin-o), located in Seoul · (Product Features) A first step essence that helps the skin revive its natural rhythm and makes it fresh 	
59	GMF	Allgroo Vegetable Gyoza Mandu	<ul style="list-style-type: none"> · Founded in 2006 (CEO: Kim, Ho-soo), located in Jeonbuk · (Product Features) Meat-free dumplings targeted for exports that can also be a healthy meal replacement 	
60	Kabrew	Kumiho IPA	<ul style="list-style-type: none"> · Founded in 2000 (CEO: Park, Jung-jin), located in Gyeonggi · (Product Features) Traditional I.P.A. beer brewed from the craft beer brewery Kabrew that won the gold medal at the European Beer Star (One of the world’s top 3 beer competitions, held in Germany) 	
61	Castpro	Portable Electric Vehicle Charger CPC-3500A0	<ul style="list-style-type: none"> · Founded in 2014 (CEO: Lee, Jae-ho), located in Gyeonggi · (Product Features) Portable EV charger that can set the charging level and has a display board to check the charging duration, preparation, and charging status. It also received an IP55 water resistance certification. 	

No.	Company Name	Selected Product	Details	Image Reference
62	Trunas	One Tablet Natural Seafood Stock	<ul style="list-style-type: none"> · Founded in 2017 (CEO: Kim Sang-sik), located in Chungbuk · (Product Features) Natural seasoning with 16 types of freeze-dried agricultural and seafood products that can help you easily make seafood broth that is essential in Korean food 	
63	Paseco	Paseco Window-type Air Conditioner	<ul style="list-style-type: none"> · Founded in 1986 (CEO: Yoo, Il-Han), located in Gyeonggi · (Product Features) The original window-type air conditioner in Korea with Level 1 energy efficiency, minimal sound, and power self-evaporating system. Made in Korea, the product received the Good Design Award and has 2 patents. 	
64	Farmskin	Hyper Protein Cream for Baby	<ul style="list-style-type: none"> · Founded in 2017 (CEO: Kwak Ta-eil), located in Chungbuk · (Product Features) Hyper protein cream that combines colostrum and plant protein helps take care of the baby's skin to create a strong and healthy skin layer 	
65	Present	Duri 3.0 Baby Toilet Seat	<ul style="list-style-type: none"> · Founded in 2007 (CEO: Kang, Beom-kyu), located in Busan · (Product Features) Antibiotic sound-free toilet seat that can be used for both children and adults, with a PP+ antibiotic ingredient for the children and ergonomic 3D designs. The product received the Jeong Yak-yong Award for designs from KIPO in 2020. 	
66	Picogram	PUREAL Line Changer (Euro Changer)	<ul style="list-style-type: none"> · Founded in 2002 (CEO: Choi, Seok-rim), located in Incheon · (Product Features) A new type of water purifier that allows the user to exchange the water pipe and filter easily. It was given the 2020 Good Design Korea Award. 	
67	People & Co.	Artdeli Absolue La Volume de Cushion	<ul style="list-style-type: none"> · Founded in 2011 (CEO: Choi Jae-soo), located in Seoul · (Product Features) Low molecular long lasting cover cushion that stays fresh for up to 54 hours with 100% French low molecular collagen 	

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68	Hankook Korus Pharm	Beautio Revital Ampoule	<ul style="list-style-type: none"> · Founded in 1999 (CEO: Hwang Jae-gan), located in Seoul · (Product Features) Anti-aging ampoule that helps to create collagen with the main ingredient of EGF and hGH. It passed the test for improving human skin elasticity. 	
69	Home Edition Myungjin	Home Edition Myungjin Rubber Gloves (Hanging Type)	<ul style="list-style-type: none"> · Founded in 1991 (CEO: Seo, Chul-hun), located in Jeonbuk · (Product Features) The world's first hanging type rubber gloves that are easy to store 	
70	Hurom LS	Hurom Easy Juicer (H200DBFA03)	<ul style="list-style-type: none"> · Founded in 2019 (CEO: Kim, Jae-won), located in Seoul · (Product Features) Juicer with better convenience for its users with a large slot, automatic cutting knives, and a separable mesh. It received the 2020 Kitchen Innovation Award, IF Design Award, and Good Design Award. 	

□ Prospective Brand-K Products


No.	Company Name	Selected Product	Details	Image Reference
1	Medipresso	Tea Capsule	<ul style="list-style-type: none"> · Founded in 2018 (CEO: Kim, Ha-seop), located in Daejeon · (Product Features) The tea industry's first medicinal herbal tea capsule with traditional herbal ingredients. 	
2	Miss Lee	Miss Lee Topokki Sauce	<ul style="list-style-type: none"> · Founded in 2017 (CEO: Lee, Gyeong-jin), located in Gyeonggi · (Product Features) The world's first powder type topokki sauce with 8 different flavors: 6 levels of spiciness, black bean, and curry 	
3	Ecomass	Sugar Lab Premium Eco Bag	<ul style="list-style-type: none"> · Founded in 2008 (CEO: Han, Seung-gil), located in Incheon · (Product Features) Eco-friendly bag that is made 100% from sugar cane bio plastic 	
4	Cheongdo Persimmon Wine	Regular Wine	<ul style="list-style-type: none"> · Founded in 2003 (CEO: Ha, Sang-oh), located in Gyeongbuk · (Product Features) Korea's traditional wine made from persimmons that was selected as the drink to toast at the 17th and 18th presidential inauguration ceremonies 	

No.	Company Name	Selected Product	Details	Image Reference
5	KI Global	DdogU Raincoat (Smart Transform Raincoat)	<ul style="list-style-type: none"> · Founded in 2003 (CEO: Ko, Kyung-jae), located in Seoul · (Product Features) Doll that can be hung on children's backpacks and freely transform into raincoats to respond to sudden changes in weather 	

Reference 3

Overview of “Brand-K Rollout Project”

- **(Purpose)** Discover excellent undervalued products from SMEs with weak brand power and designate them as Brand-K products to provide assistance in promotion and entry to the international market.

	<ul style="list-style-type: none"> ◇ “Luxury Consumer Goods” based on innovative technology that are made in Korea ◇ A combination of “K” from “Korea” and “Brand” to fit with luxury marketing strategies ※ Trademark registered in Korea and in 55 other countries
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- **(Budget)** KRW 380 million (2020) → KRW 6.22 billion (2021)
- **(Eligible Products)** SME consumer goods manufactured in Korea
- **(Support Provided)** Permission to use the name “Brand-K,” assistance in promotion and introduction of the product to domestic and international markets

Classification	Support Provided
Logo Use	<ul style="list-style-type: none"> ① Permission to use “Brand-K” for 2 years from the date of delivery (May be extended in periods of 2 years) ② Similar products may be allowed to use the logo after permission from the review board
Promotion	<ul style="list-style-type: none"> ① Promote products at flagship stores (1 store in Korea, 1 store overseas) ② Create promotional content and promote over new media ③ Organize Brand-K Supporters ④ Organize a separate Brand-K promotional booth during overseas exhibitions and expositions (affiliation)
International Markets (Affiliation)	<ul style="list-style-type: none"> ① Allocate separate budget from the export voucher (KRW 2.46 billion) and budget to enter new markets (KRW 10 billion) ② Provide assistance with meetings with foreign buyers during trade shows ③ Provide assistance in entering the Korean Market of online shopping malls in foreign countries and other forms of resales ④ Participation in promotional events related to the Korean Wave including KCON and other trade shows

Domestic Market	<ul style="list-style-type: none"> ① Merchandise fairs for retail company merchandisers ② Separate Brand-K promotional tab within private online shopping malls and assistance with promotional activities (affiliation) ③ Promotional activities during large scale sales events including Korea Donghaeng Sales and Christmas Market (affiliation) ④ Joint promotional booth for Brand-K during major expositions in Korea
Consultation Services	<ul style="list-style-type: none"> ① Provide promotion and marketing consulting services from an exclusive PM team ② Provide customized consulting services using big data to enter international markets