



**KOREEL**<sup>®</sup>

**Samkook Industrial. Co., Ltd**



**SAMKOOK INDUSTRIAL CO., LTD**

263-5 Gajwa-3Dong, Seo-Gu, Incheon Korea 404-253

Tel :82-32-584-6860 / Fax : 82-32-584-6862

Hompag : <http://www.samkook.co.kr>

E-mail : [overseas@samkook.co.kr](mailto:overseas@samkook.co.kr) / Overseas Sales Manager : Mr. Choung. K Han

**KOREEL**® *Real Symbol of Reel*  
*With a huge selection of style, size and related accessories*

<http://www.samkook.co.kr>

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# Company Overview

## The Starting Period (1991~2002)

- 1991.01 Established by Mr. Oh Hyun-Kyu
- 1991.06 Established Samkook Industrial
- 1991.08 Selected as R&D company of Machine Part By Ministry of Commerce, Industrial and Energy
- 1992.05 Designated as Parts supplier by Hyundai, Kia Motors
- 1993.02 Developed the Motor-Counted Cable Reel
- 1994.05 Designated as parts supplier of GM Daewoo Motors (SE31)
- 1999.11 Acquired ISO 9002 Certificate.
- 2000.07 Designated as "Promising Small Business Exporter" By the Small Biz Administration. (No. 2000-30)
- 2000.11 CE Certified on the Hydraulic hose reel
- 2001.02 Selected as Venture Company By Government
- 2002.09 Moved to Gajwa-dong Incheon
- 2002.12 Completed development of remote control device of Auto Exhaust Gas hose reel

## The Growth Period (2003~2005)

- 2003.07 Completed the development of rotating Billboard System
- 2003.11 Development of Crane reel for the harbor Crane.
- 2004.06 Completed the Development of Balcony Water Reel (Patent No. : 0451313)
- 2004.06 Completed Rail system Exhaust Hose reel
- 2005.02 Designated as an agent by Nichiden Shoko (Japan)
- 2005.04 Designated as an agent by Macnaught for Oil gun & Pump
- 2005.07 CE Certified on the package type of oil & Air hose Reel. (Package type Reel, N/S type)
- 2005.11 Acquired ISO 9001 Certification
- 2006.12 Completed the Development of Magnet Coupler type Cable reel

## 2<sup>nd</sup> Growth (2005 ~ Present)

- 2007.02 Designated as Promising small & Medium Business Company by IBK.
- 2007.08 Selected Balcony Reel of Quality product by Incheon City
- 2007.09 Selected the company of Innovation Business By Kibo technology fund
- 2007.10 Started construction 2<sup>nd</sup> factory (Gunjang National Industrial Complex)
- 2007.11 Established R&D department by Korea Industrial Technology Association
- 2007.12 Acquired ISO 14001 Certificate
- 2007.12 Selected Hose Reel of Quality product by Incheon city 2007
- 2007.12 Won the prize of export promotion company by the mayor of Incheon city
- 2008.02 Completed the Development of Auto-water feeding equipment (Patent no.:10-2007-0010530)
- 2008.07 Won the prize of proud entrepreneur by the Mayor of Incheon city

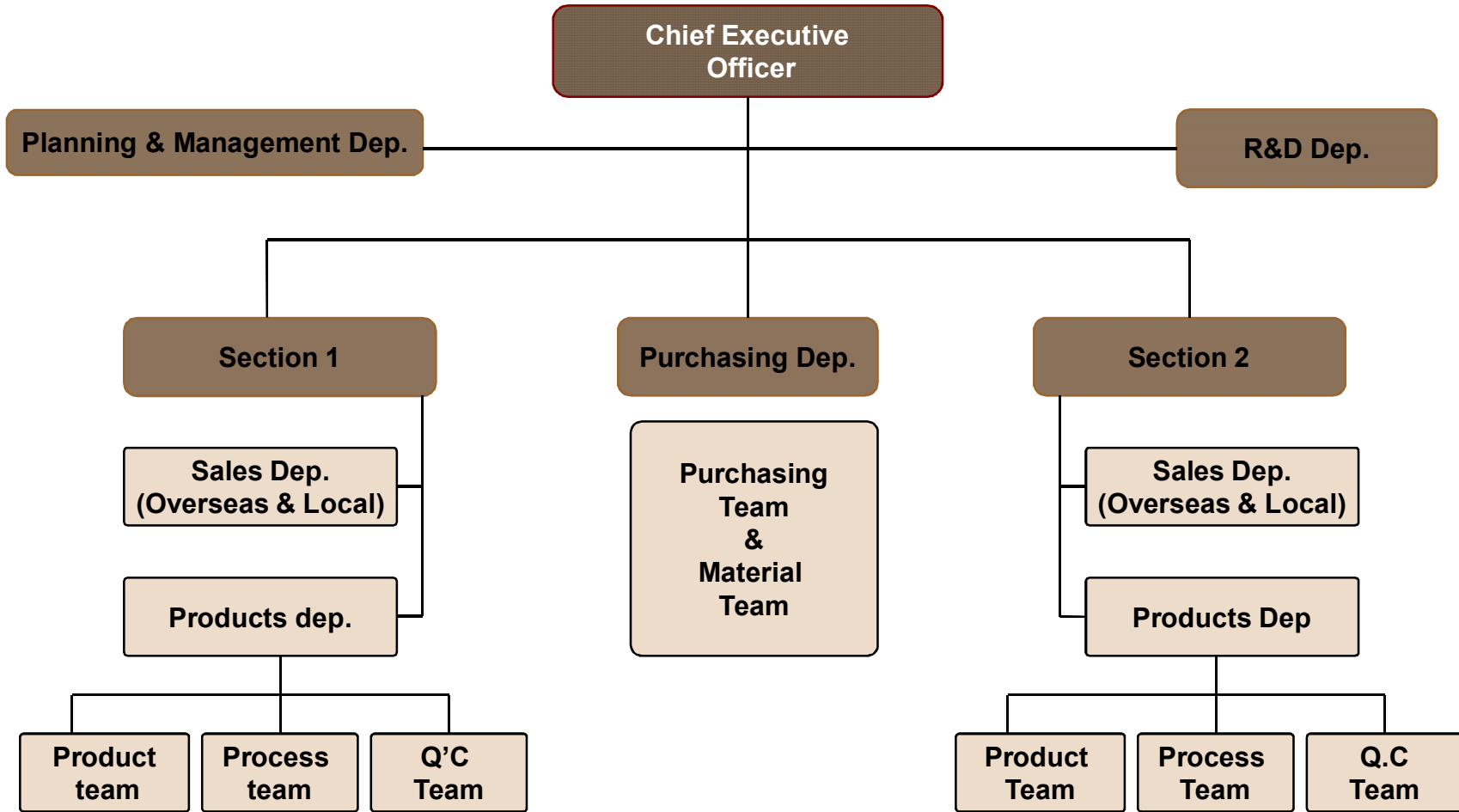


# Company Overview



|                                   |   |
|-----------------------------------|---|
| Company Name                      | Samkook Industrial Co., Ltd   |
| CEO                               | Oh Hyun-Kyu   |
| Date of Cooperation Establishment | Jan 03, 1991  |
| Capital                           | 8 Billion wons (USD 8M) <small>*Exchange Rate, (1USD=1,000 KRW)</small> |
| Core Products                     | Industrial Reel ( Cable Reel, Air Reel, Oil Reel)                       |
| Head office & factory             | 263-5 Gajwa-3Dong, Seo-Gu, Incheon Korea                                |
| Employees                         | 85  |
| Homepage                          | <a href="http://www.samkook.co.kr">http://www.samkook.co.kr</a>         |
| Managing Policy                   | Top Quality Products, Top Reputation, Top Treatment                     |

# KOREEL<sup>®</sup> Organization





# Business Area

*Real Symbol of Reel  
With a huge selection of style, size and related accessories*

Growth Engine

## Cable Reel Business (Heavy Industrial, Shipbuilders, Harbor Industries)

- One of leading manufacturers for cable reel in Korea .
- Annual sales are getting growth from last years with completing of development of Magnet coupler.
- Supply to POSCO, Hyundai, Samsung Heavy Industries & Shipbuilders.

Concrete Foundation

## Air, Oil & Grease Reel Business (Auto Center, Air & Lubrication)

- Market share : 65% In Korea Domestic Market
- OEM supply to Auto center of Hyundai, KIA, Samsung GM Daewoo, Volvo motors in Korea.
- Export market : Europe(5 countries), Asia (5 countries), Australia, New Zealand, UK) with good reputation by name of KOREEL

## Crane Reel Business (Special Purpose Vehicle)

- Market share : 70% In Korea Domestic Market
- Supply to Crane for Hydraulic, oil, Power supply.
- Export Market : Japan, Europe, China

Source of Strength

### **“Company Dedicated to Industrial Reel Manufacturing ”**

- Acquired accredited solid, excellent customers
- Built optimal production lines to produce high-quality products
- Accumulated technology/quality systems based on 18-year experiences of Industrial reel and device development

# KOREEL<sup>®</sup> Factory Overviews

## ■ Division 1

- Main Products : Cable reel of Magnet coupler & Torque Motor type, Center Post Slip ring



# **KOREEL**® Factory Overviews

## ■ Division 2

- Main Product : KOREEL Standard Reel, Air Reel, Water Reel, . Oil Reel, Grease Reel



# **KOREEL<sup>®</sup>** Factory Overviews

- **Division 3**
  - Main Product : PU, PE, Nylon hose



# **KOREEL<sup>®</sup>** Factory Overviews

## ■ Process team

- Main machine : Lager Cuter, CNC (Computer Numerical Control), MCT (Machining Center), Milling



# KOREEL<sup>®</sup> Factory Overviews



- 2<sup>nd</sup> Factory
  - Location : Jeolla Buk-Do Gunsan-City
  - Plottage : 6,600 m<sup>2</sup> / 1,980 m<sup>2</sup>
  - Function : Manufacturing of Cable reel & Electrical Equipment
  - Planning of Establish : July, 2009

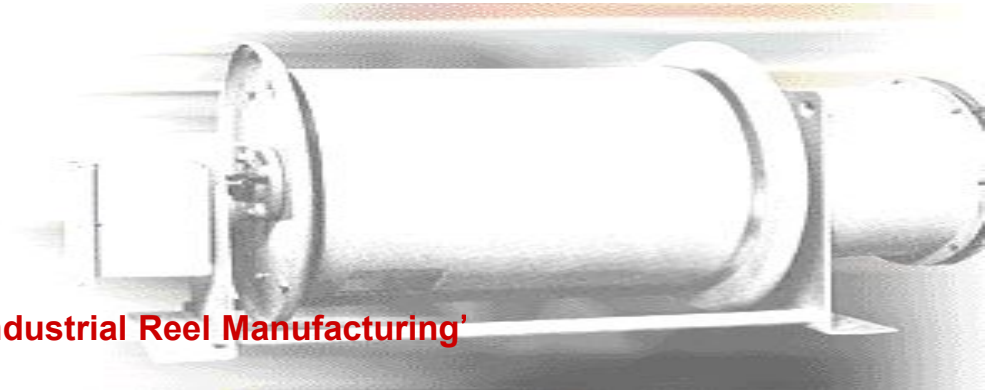
**Superior logistics**

- The best logistics hub for accessing Port and Air port area. (Busan port, Incheon airport and port)
- Located in Gunsan whose provision of both marine and air transportation means serves as excellent geographical advantages.





# Business Area



'Company Dedicated to Industrial Reel Manufacturing'

### 1. Cable Reel



### 2. Crane Reel



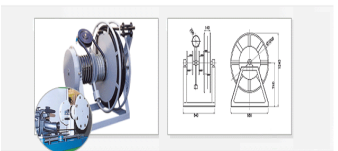
### 8. Water Supply Hose Reel / SUS Reel for Kitchen



### 3. Slip Ring



### 4. Slip ring less Reel



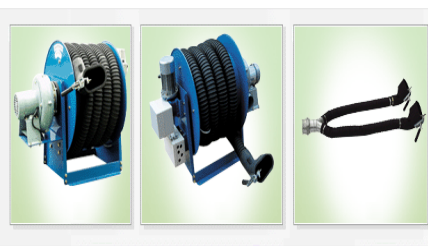
### 9. Water Reel For Balcony



### 5. Oil & Grease Reel



### 6. Exhaust Hose Reel



### 10. Gas Hose Reel



### 7. Air Supply Hose Reel



### 11. ARC Welding Cable Reel & Gas Hose Trolley



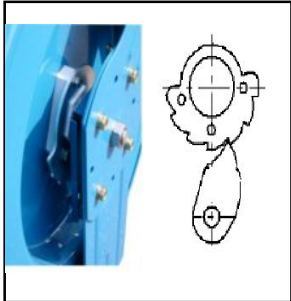
### 12. Others

One-stop Welding Equipment Carriage & Spring Balance



# Products Usage of Auto Shop

## SJ TYPE- SINGLE PEDESTAL HOSE REEL for air, oil, water



Style of Ratchet



Protector of Hose secession



Reverse rotator

**\* Reverse rotator:**  
The function of Reverse rotator is to protect the defect of spring. Spring tension can be

Feature of SJ type hose reel

- 1. Spring Rewind type hose reel**
- 2. The unique of Ratchet (Major point of Reel)**  
The major point of Samkook's Reel.  
Minimized the steel noise and Made for the suitable reel.
- 3. The protector for the hose secession.**  
Protector for the hose secession and minimized the hose defects.
- 4. Reverse rotator**  
Spring protector which protected spring defect when assemble hose with reel.
- 5. Compact size**



# KOREEL® Products Usage of Auto Shop



Multi Box Reel



Exhaust Hose reel



Package Type Oil Hose Reel



Air Hose reel

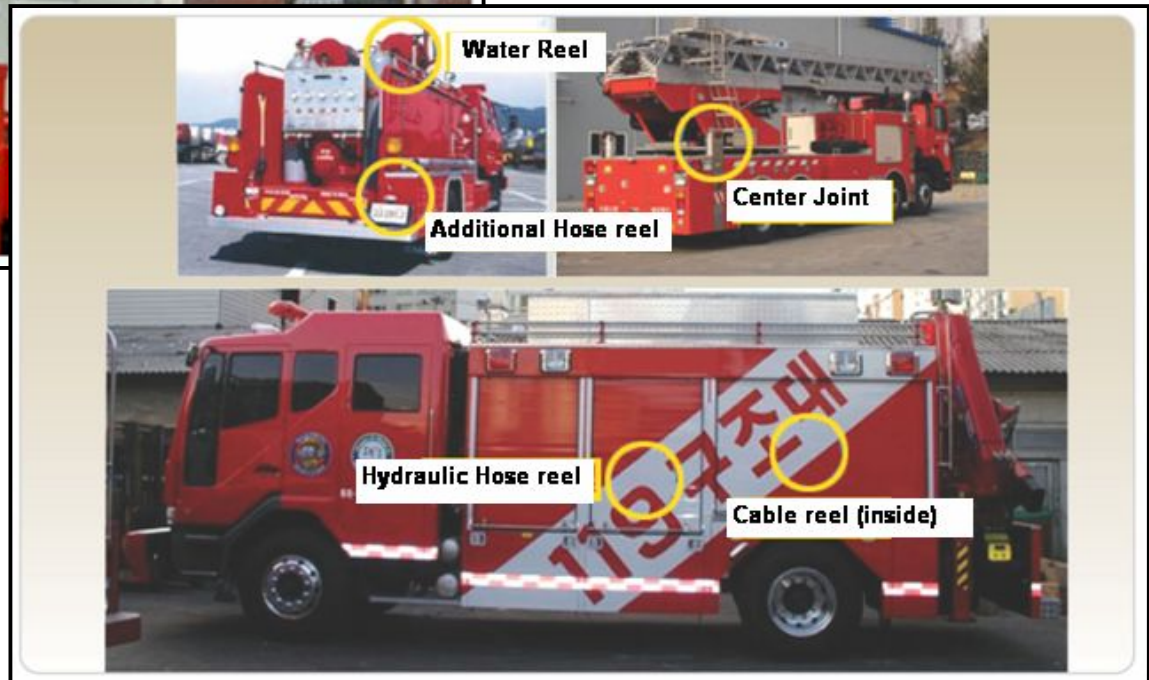
# **KOREEL<sup>®</sup>** Products Usage of Water Reel





# Reel for Special Purpose Vehicle

## 1. Construction Vehicle for Telescopic boom & Fire truck

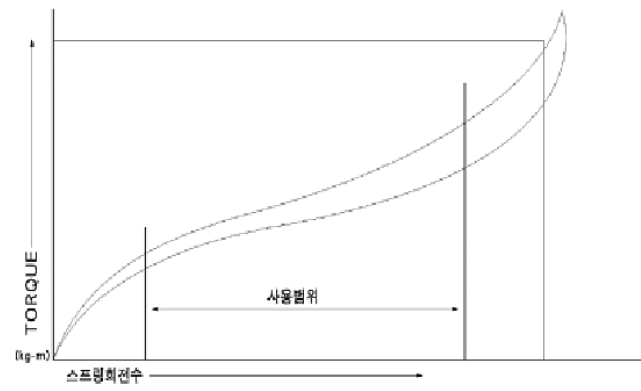


# KOREEL<sup>®</sup> Spring Type Cable Reel



스프링의 TORQUE

## 1. Spring Type Cable Reel      Spring rewind Cable Reel





# Friction Motor Type Cable Reel & Induction Crane Motor Type Cable Reel



## 2. Friction Motor Type Cable Reel

This Cable reel is consisted of 3 phase inducted conductor, Friction Reducer, Slip ring case & Drum  
The type of Friction reducer is Worm gear, Worm wheel induces torque to rewind cable and cable can be wind without any break system.



**POSCO LADLE TRANSFER CAR**

## 3. Induction Crane Motor Type Cable Reel

- Wire wound crane Motor
- Chain operated cable reel with decelerator
- Disk Brake
- Adapted High Voltage Cable, Power Cable.
- Suitable for Big size Crane
- Long distance operated reel
- Enable to continues driving

# **KOREEL** Torque Motor Type Cable Reel

## **4. Torque Motor Type Cable Reel**

This cable reel is composed of Torque Motor, Reducer and Brake. It has secondary control system of Voltage controller through transformer.

- Torque Motor Type
- Using Torque Motor
- Monolithic construction of Decelerator and Motor
- Separated construction of Decelerator and Motor
- It can be adapted with High Voltage Cable, Power Cable.
- Adhered Cooling device of fan Motor
- Order based Products



Crane in Busan Port



Container Crane, Busan Port

# **KOREEL** MC Motor Type Cable Reel

## 5. Magnet Coupler Motor Type Cable Reel

This reel is composed of squirrel-cage motor and Magnetic coupler and Reducer. Non contacted torque transferred structure

### **Magnet Coupler Motor Type**

- Used Flange Motor
- Enforced torque by the Magnetic force of a permanent magnet block and Disk.
- Transmission structure of torque by Non-Contacted coupling system.
- Torque of variable structure by controlling of air gap.
- Fan Controller of special aluminum in Magnet housing to emit heat.
- Easy to maintenance and repair by compact size.
- Self controlled driven for over tension of cable.



# **KOREEL<sup>®</sup> Product Usage for Cable Reel**



**Power/signal supply of Grab Bucket**



**Power for Container**



**Moving equipment for iron making**



**Cable reel for Crane**



**Gantry Crane**



**Cable reel for 50+50 ton**



**Wire reel for Crane on the ship**



**Cable reel for Big Crane**



**Lubricating reel in a airport Communicating equipment for Airplane**





# Product Usage for Cable Reel



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## Core Competencies

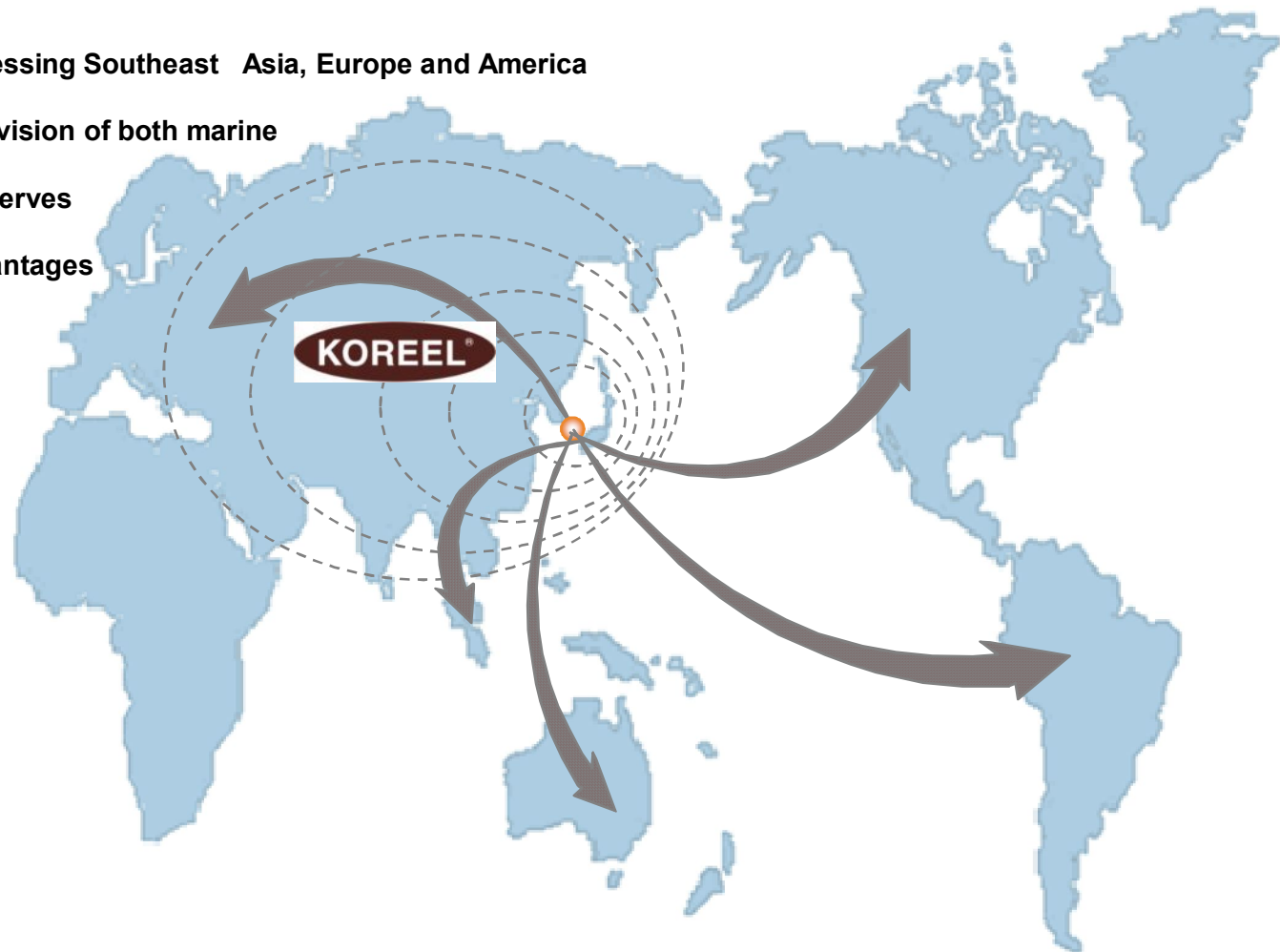
- **Superior Logistics**
- **Production Competitiveness**
- **Marketing Enhancement**

# **KOREEL<sup>®</sup>** Superior Logistics

***"The Center of international trade in North East Asia"***

## **Superior logistics**

- The best logistics hub for accessing Southeast Asia, Europe and America
- Located in Incheon whose provision of both marine and air transportation means serves as excellent geographical advantages



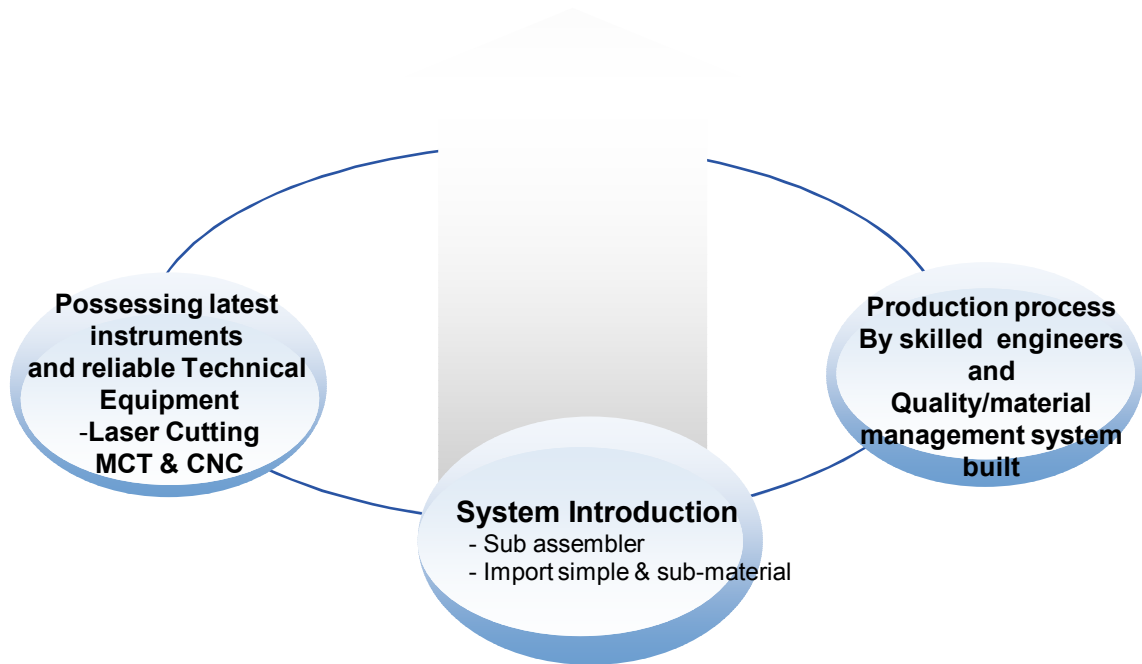
# KOREEL<sup>®</sup> Production Competitiveness



- own factory
- Industrial Reel Maker

- Increase Annual production over than: 30%

- Outstanding capability of cost reduction of logistics
- Reliability obtained from customers through efficient quality management
- Receiving large-scale orders from distinguished customers

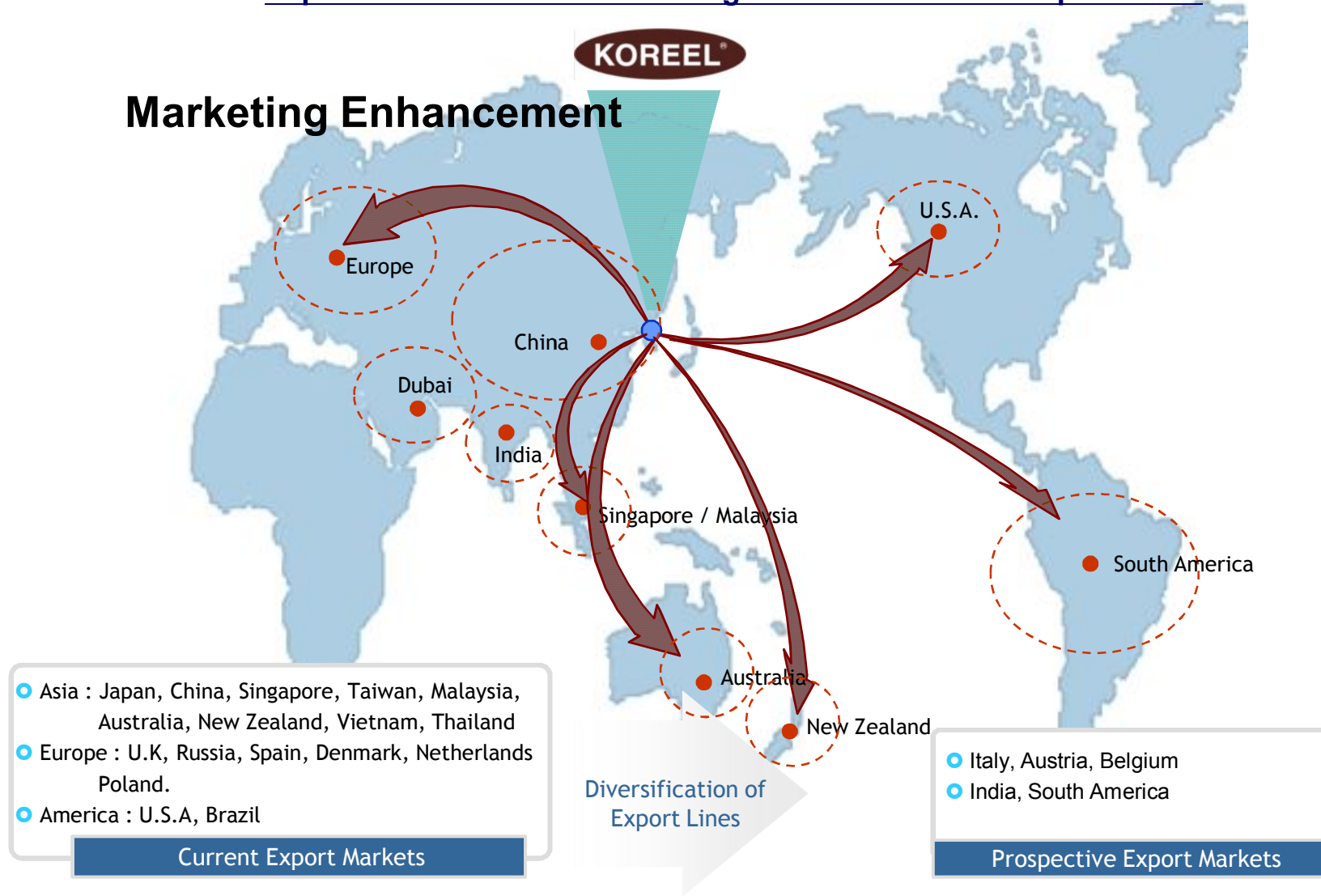


- Strong Marketing of Variety model and Small order
- Strict quality control and use high quality Korean Steel
- Increase productivity and lane environment, quality
- Increase customs demand of Reels to automated factories.

# KOREEL<sup>®</sup> Marketing Enhancement

Expansion of Sales Bases through Diversification of Export Lines

## Marketing Enhancement





# Vision of Samkook Industrial Co., Ltd

*Specialized Manufacturer for Industrial Reels & Real Symbol of Reel*

