

# LINEPLUS: The pride of writing instruments

LINEPLUS started to produce highlighters, permanent markers, and board markers in 1994 with a small investment, expecting that the demand for marking pens would further increase as computers became more popular. As there were many first movers in this business, however, LINEPLUS concentrated its energies on markers. At present, the company supplies about 20 kinds of markers to Morning Glory, Barunson, and Javapen through OEM production. Besides, LINEPLUS has kept a cooperative relationship with the world's leading distributors, such as BIC, DIXON, and FILA.



## Company profile

<b>Company name</b>	LINEPLUS Co., Ltd.
<b>Representative Address</b>	Jong-wan Seok Jeokseong Agricultural & Industrial Complex, #435-6, Pyeongdong-ri, Maepo-eup, Danyang-gun, Chungbuk
<b>Tel</b>	043-421-5477
<b>Homepage</b>	www.lineplus.com
<b>Date of foundation</b>	1994
<b>Capital</b>	USD 0.1 million
<b>Number of employees</b>	65 persons
<b>Main products</b>	Highlighter, permanent marker, board marker, felt-tip pen

## History

- 1994 LINEPLUS Co., Ltd. was incorporated (Gwangju, Gyeonggi-do)
- 1996 Relocated to Jecheon, Chungbuk
- 2003 Relocated to Danyang, Chungbuk
- 2004 Awarded USD3 million as "Tower of Export"
- 2007 Awarded USD5 million as "Tower of Export"



# Writing instruments: Cultural archetypes of recording and creation



LINEPLUS Co., Ltd.  
President Jong-Wan Seok

Humans differ from animals in their use of language and tools. There is no doubt that the act of writing has accelerated the development of civilizations. In other words, recording and writing have played a pivotal role in enriching the mental capabilities of humans and in advancing the human race. In particular, writing instruments have been a key element in human communication, and human history has been recorded with the use of various writing instruments.

### LINEPLUS : Premium writing instruments

The word "pen" originated from the Latin word penna, which means "feather." It thus dates back to the ancient Greek and Roman times. Markers, in particular, were first released in the mid-20<sup>th</sup> century. In Korea, highlighters and permanent markers were introduced in the mid-1960s.

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As there were many first movers in this business, LINEPLUS concentrated its energies on the production of markers. At present, the company supplies about 20 kinds of markers to Morning Glory, Barunson, and Javapen through OEM production. Besides, LINEPLUS has kept a cooperative relationship with the world's leading distributors, such as BIC, DIXON, and FILA.

The management thus set the goal of improving the company's productivity by 20% and reducing the cost of producing its products by 10% through PPM defect control. In fact, LINEPLUS has increased its cost competitiveness by carrying out all the parts of its production process (e.g., ink production and filter production) in one plant.



### Continuous challenges and competition in the global market

Since the stationery business can be started with a small investment, there are many existing businesses in this arena. Besides, many new companies from China and India have emerged since recently. As these companies are very competitive in terms of prices, many Korean companies had to move to China to compete with them. Many Korean businesses in China, however, failed to fit in the new environment or had to transfer their precious technologies and know-how, which they acquired from advanced countries like Japan and European countries, to their rivals at a low price.

### Focusing on the best quality

LINEPLUS also tried to enter into the Chinese market several times. China, however, was not as easy as it seemed to be. The company's management believed that if the company could improve the quality of its products and

reduce their cost, they would be able to compete with their low-priced Chinese rivals. The management thus set the goal of improving the company's productivity by 20% and reducing the cost of producing its products by 10% through PPM defect control. In fact, LINEPLUS has increased its cost competitiveness by carrying out all the parts of its production process (e.g., ink production and filter production) in one plant.

### State-of-the-art production engineering and technology

In most cases, after importing LINEPLUS's products for about a year, Chinese companies stole the company's designs and released products in the market that were very similar to its products. This explains why LINEPLUS has turned its eyes towards hard-to-imitate products like the direct liquid-type highlighter, roller ball pen, capless marker, and ergonomic triangle-shaped marker.





### Building an overseas cooperative network and promoting overseas marketing

LINEPLUS has upgraded its reputation and image by continuously participating in overseas expositions such as Frankfurt International Stationery Fair. These days, selling is more important than making good products. This explains why LINEPLUS has concentrated on overseas sales activities and on discovering and visiting potential buyers. As a result, the company has maintained a firm and steady relationship with world-renowned companies by providing them with high-quality products at good prices based on the company's superior technology and know-how.

### VISION

Despite its small size, LINEPLUS has produced high-quality products, thanks to the tireless efforts of all its employees and its reduced production cost. In this age of unlimited competition, the company endeavors to attain "Creative Management, Professional Management, and Innovative Management" and to make the people around the world fall in love with LINEPLUS products by constantly improving their quality and design and through aggressive marketing.

# LINEPLUS

## Product introduction

### Producing the best writing instruments through continuous R&D and design development



#### Permanent Marker

In the bid for the felt-tip marker development project by BIC (the world's leading manufacturer of ball-point pens) called Normandy Project, LINEPLUS was chosen as the ultimate supplier. Since then, the company has supplied the marker all over the world through BIC.

Unlike other similar products, various colors are available at the clip section. The pen's car-tire-shaped grip is unique and outstanding and explains why the product is called 4X4 (Two-Wheel Drive).



#### CD · OHP Marker

This product has been supplied to FILA, the leading company in the Italian stationery market.

It's actually the same as the product of LINEPLUS, only with a differently designed cap. The product, however, has been regarded as having a very unique design. Thanks to its "thumb button," with which the cap can be easily removed, the patented product has become popular in the U.S. and Italy.

The product will allow buyers to realize "Minimum Investment, Maximum Returns."