

PosART

POSCO Artistic Steel

Culture Contents
Catalogue



INNOVATION OF STEEL ,
IT BECOMES ART



PosART

PosART is the premium inkjet printed steel plate which enables it to represent vivid colors and delicate textures. You can experience vibrant images at the highest resolution of 1440dpi. PosART has been developed by grafting POSCO's unique ink with the property of high corrosion resistance and processability onto steel, and the 3D layered expression, in particular, makes you to feel even fine fell of original material. PosART's Production System, which is capable of small quantity batch production, can produce your desired image from 1 sheet.



01

Photos

Record the memories with your precious people on ever-lasting steel and present it to them.

It is possible to design the frame in various ways through various layouts such as adding phrases and changing composite photos.



1 Basic



Silver Stainless



Black Stainless

2 Collage



Silver Stainless



Black Stainless

3 Full Frame



Silver Stainless
Stainless steel texture



White PosMAC

02

Plaques

You can add meaning and dignity to important events through PosART plaques in various designs.

You can add details through friendly consultation with our designers.

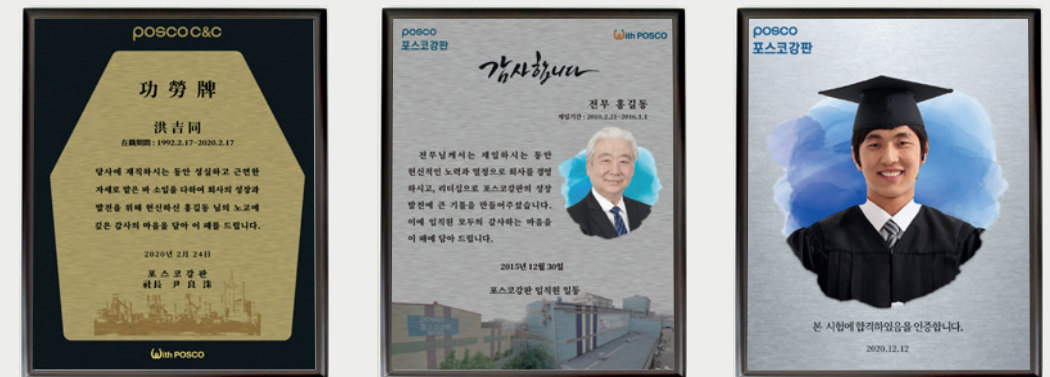


Basic

1 Basic



2 Premium Wood Plaque

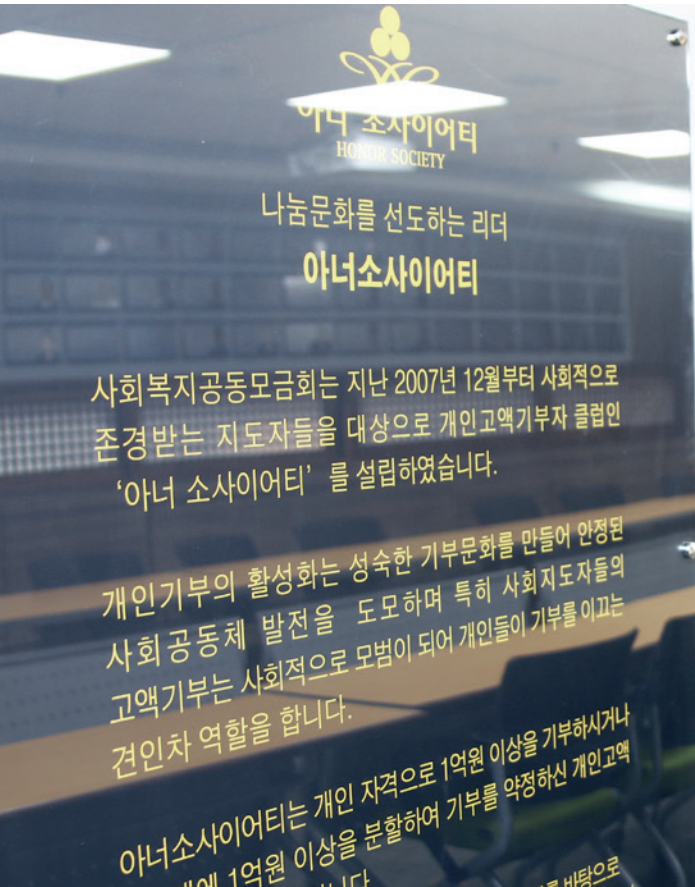


03

Nameplate Hanging Board

A special method of revealing your loyalty. Express your trust and respect through PosART.

3D expression is also possible through laminated printing.



Community Chest of Korea Honor Society Hanging Board



1 Name Plate for the houses of Veterans, Ministry of Patriots and Veterans Affairs

2 Nameplate for the Good Shop, Community Chest of Korea

3 Best Family Friendly Management Hanging Board, Posco c&c

04

Masterpiece painting souvenir

Meet the masterpieces of unique texture through POS-ART's 3D-printing.

You can experience the lively and vibrant brush-touch textures of various masterpieces.



1 Frame



Van Gogh [Starry Night] 1889



Claude Monet [Poppy Field] 1873



Van Gogh [Sunflower] 1889



Renoir [A Girl with a Watering Can] 1876



Raffaello Sanzio [Madonna and Child] 1505

2 Magnet



Vibrant Laminated 3D Printing

Vibrant Laminated 3D Printing
Laminated printing, one of PosART's unique design technologies, is a printing method that reveals 3D impression.

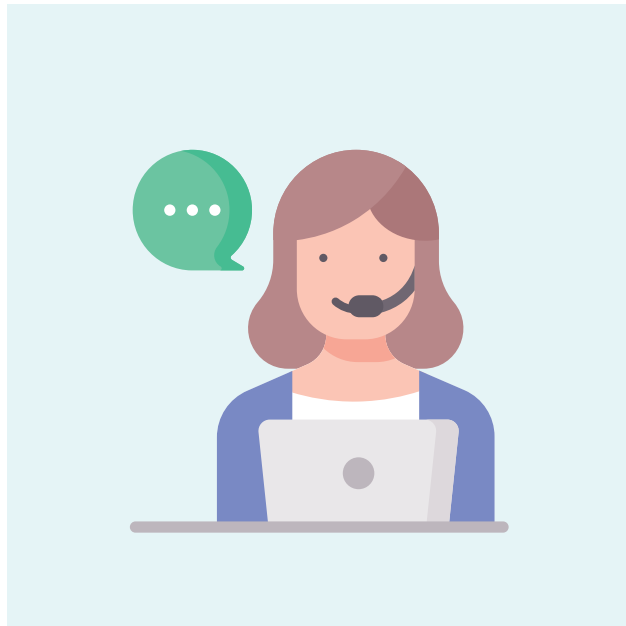
Laminated printing, unlike normal printing, reveals the texture or shadow of an object more vividly, allowing you to feel as if you are touching the real object.

The product on the left is the Tripitaka Koreana, which has been laminated printed using PosART technology. Do you feel live 3D impression of every character? This way, PosART's laminated printing method can be applied indefinitely.

般若波羅蜜多心經
唐三藏法師
觀自在菩薩行深般若波
照見五蘊皆空度一切苦
色不異空空不異色色即
是色受想行識亦復如是
者去空相不生不滅不后

◀ The Tripitaka Koreana
applied with PosART laminated printing

Through friendly and quick consultation,
get your own steel design



Consultation and Order

Get our consultation prior to placing an order via phone or channel.

- Phone consultation | +82) 54.280.6419
- Kakao Channel | Posart



Transmission of photos

Please send photos or phrases to be produced through Kakao Channel.

- When sending photos, please sent high-definition original ones.



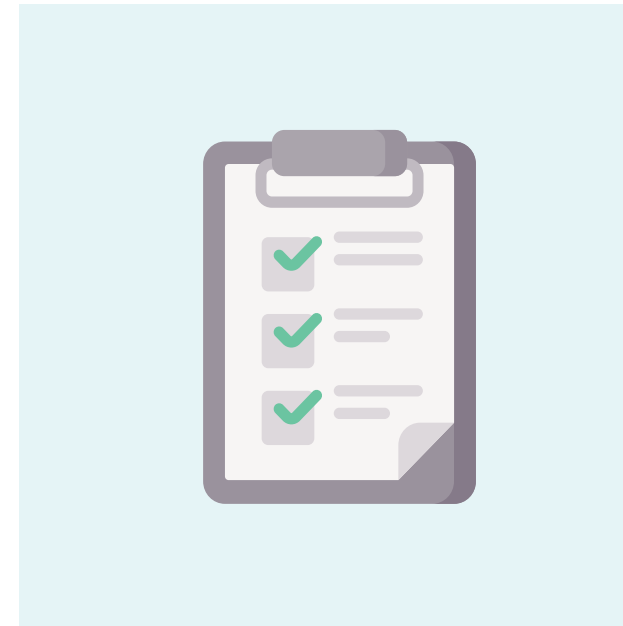
Suitable

High definition/sharp



Unsuitable

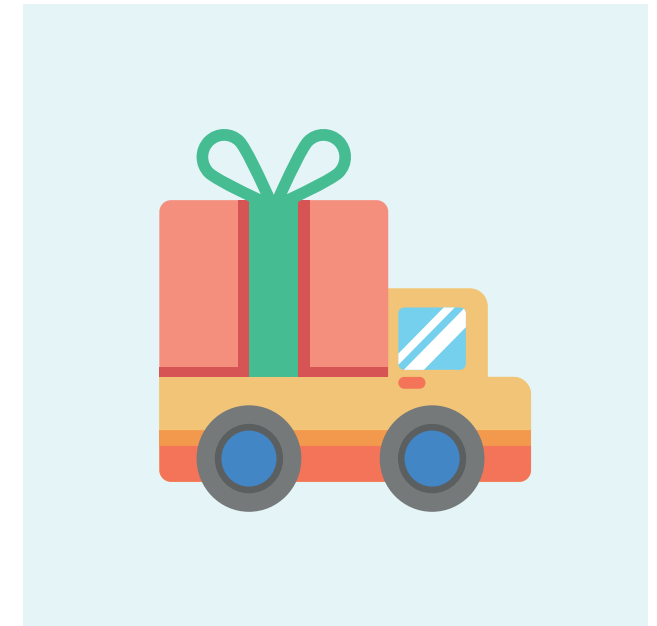
Blurry and looking as if broken



Confirmation of Draft Design

Confirm the draft design optimized through communication with our designers.

- You can apply the template or the design that you yourself worked on.
- You can ask PosART designers for their suggestions.

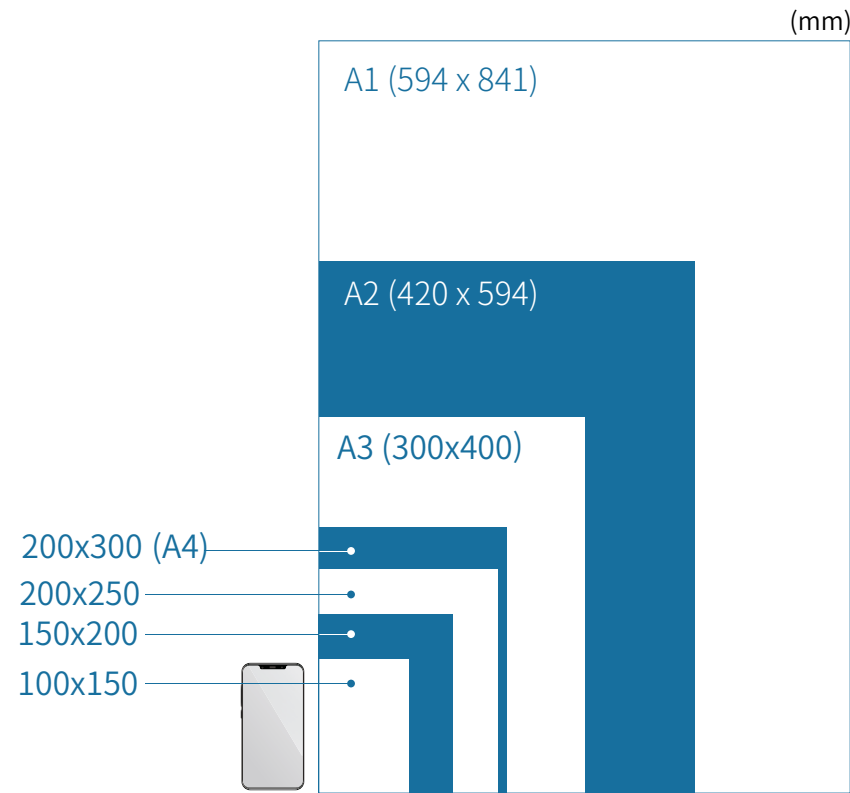


Production and Delivery

Receive your valuable products through fast production and delivery.

- Please consult a person in charge of PosART for detailed schedule.

Product Size



Product Price

(ex. VAT)

Steel Photo Frame			
100x150	30,000	150x200	50,000
200x250	70,000	A4(200x300)	70,000
A3(300x400)	100,000	A2(420x594)	200,000
A1(594x841)	300,000		

(ex. VAT)

Wood Photo Frame		Wood Plaques	
A1(594x841)	300,000	210x260	173,000

*Wood frame and wood plaque have one size only.

Materials



White PosMAC

One of molten zinc-aluminum-magnesium products. High corrosion-resistant alloy plating material with excellent processability and corrosion resistance.



Silver Stainless

Premium material with various properties such as various colors, easy to clean and resistance to finger print. It maintains luxurious impression by revealing the unique surface texture of stainless steel



Black Stainless

Printing Method



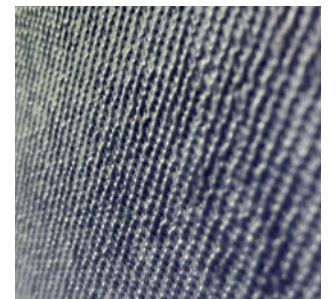
Ordinary Printing

White base printing with improved clarity through a vivid color scheme



Stainless Steel Texture Printing

Stainless steel base printing that expresses hairline softly



Laminated printing

A printing method that adds material feel to the texture of an image in 3D printing

Photo Frame

Steel Photo Frame



Frame: Aluminum / Back: Velvet

Wood Photo Frame



Frame: Wood / Back: Wood

Wood Plaque



Frame: Wood / Back: Wood

Package

Normal box (for steel frame)



Gift box (for steel frame)



High-quality velvet box (for wood plaque)



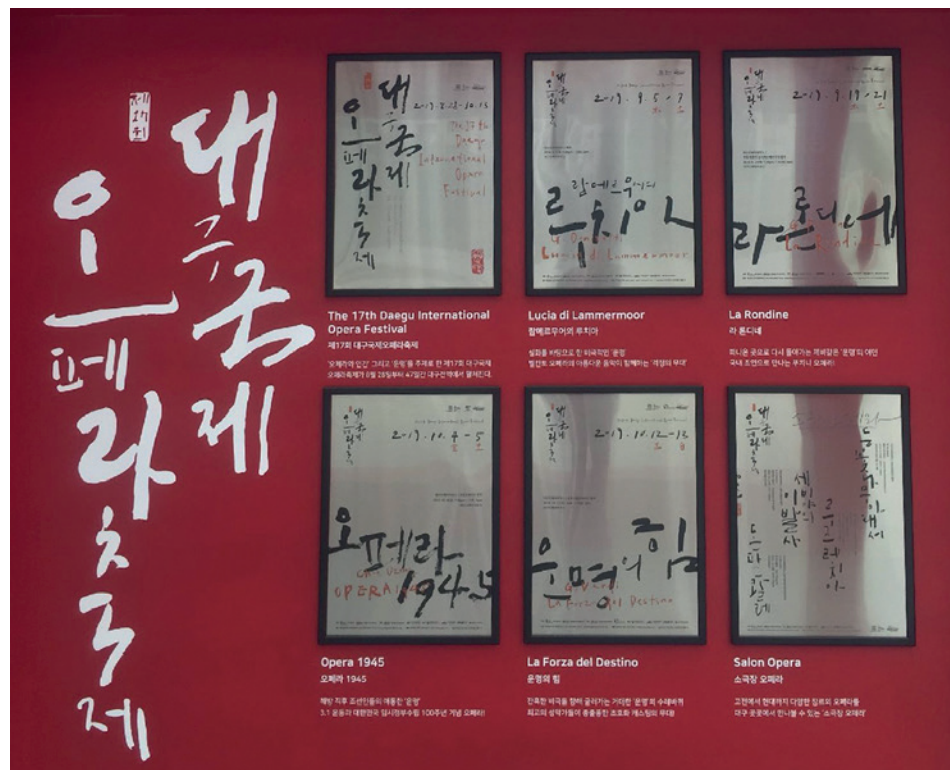
01

Steel Poster for Daegu International Opera Festival

2019.10

A2(420x594)

High-quality PosART steel poster was used to promote Daegu International Opera Festival.



02

Frame to commemorate award-winning actors at Golden cinema Film Festival

2019.7

A1(594x841)

PosART steel photo frame was used as the souvenir to commemorate actor Jung Woo-sung and Lee Sun-jae who won awards at the 39th Golden Cinema Film Festival.

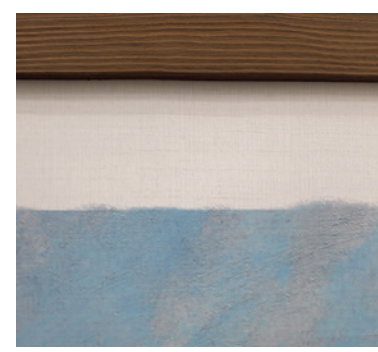
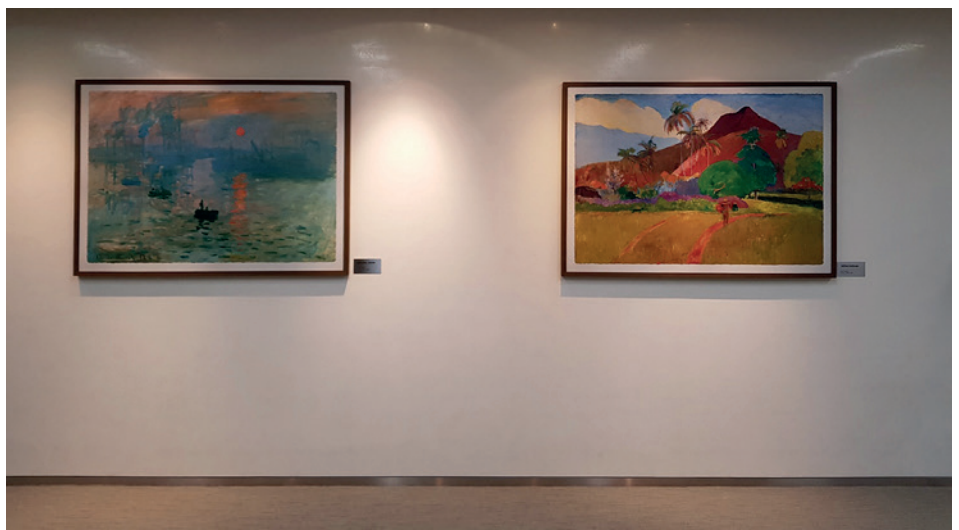


03

POSCO International Masterpiece painting

2019
1420x1000

PosART was used as the interior artwork of POSCO International. 3D impression can be felt as the fabric texture is expressed in layers.



04

Name Plate for the houses of Veterans

2019
85x185

PosART was used for the nameplate of the men of national merit who dedicated to the country. Modern design is harmonized with luxurious steel texture.



05

Photos of Good Old Memories for Yedaham Funeral Aid

2020.3~

100x150

It is the photo products of good old memories for which POSCO Steel collaborates with Yedaham and Yedaham Funeral Aid.

It is a product to keep your memories with precious people in everlasting stainless forever.

48년 6개 다함

예다함 추억사진

예다함 회원님의 사진을 원하시는 문구와 함께 영원히 변치않는 스테인리스에 포스아트 기술로 담아 드립니다.

포스아트: 포스코 고유의 기술로 잉크젯 프린팅 기술과 철강재를 접목한 고해상도 잉크젯 프린트 강판

액자형
사이즈 : 10X15(cm), 9X13(cm)

부착형
사이즈 : 8.5X12(cm)

posco 포스코강판

PosART POSCO Artistic Steel

06

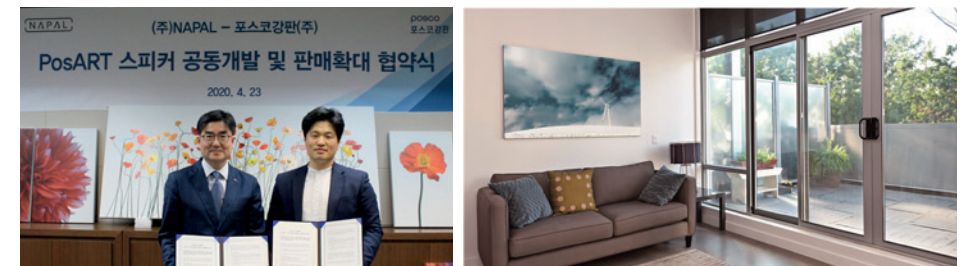
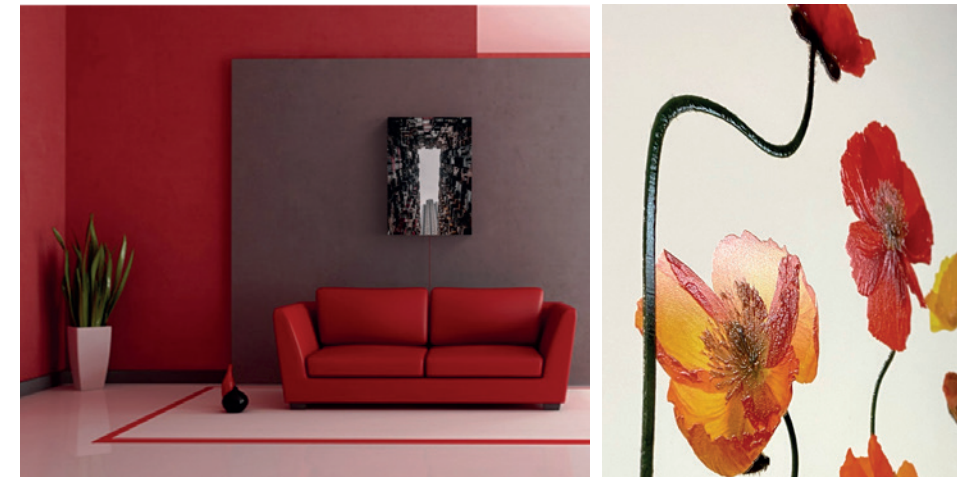
NAPAL Bluetooth Speaker

2020.3~

375x500
500x750
2100x900

Through an MOU with NAPAL, an interior speaker maker, we are jointly developing frames and interior speaker products.

We aim to innovate the customer experience by adding the advantages of PosARY- you can see and feel- to the product through which you listen.



07

Royal Palace Mansion,
Ichon-dong, Yongsan

2019.10

1219x2500

This is a living room that generates a calm yet modern feel.

We remodeled an old house with trendy Calacatta marble.

GrayVein PosART marble in white main color is harmonized with the feel of natural flooring.



PosART's technology was used for the nameplate of the houses of veterans

포스코 기술로... 독립유공자 명패 7600개 만든다

고해상도 프린트 강판'포스아트'적용

'18-12-11 22:42

2018.12.11

총 7600개 중 7400개 제작 후원도
“더불어 발전하는 기업시민 역할할 것”
내년까지 애국지사·후손들에게 전달



▲ 심덕섭(가운데) 국가보훈처 차장이 11일 서울 영등포 광복회에서 열린 '독립유공자 명패 기증식'에서 박유철(왼쪽) 광복회장, 한성희 포스코 경영지원본부장과 함께 기념사진을 촬영하고 있다. 보훈처 제공

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내년까지 애국지사에게 전달되는 7600개의 독립유공자 명패는 국내 기업인 포스코가 제작을 담당하며 고해상도의 프린트 기술이 사용됐다. 그동안 독립유공자의 명패는 지방자치단체별로 다양각색의 명패가 독립유공자 집에 걸렸던 상황이었지만, 지난달부터 전달되는 명패에는 철 소재에 입체적 프린트 기술을 입히며 통일을 이뤘다.

포스코가 제작한 독립유공자 명패는 포스코의 컬러강판 전문 그룹사인 포스코강판의 잉크젯 프린트 강판 기술인 '포스아트'로 제작됐다. 포스아트는 기존 프린트 강판보다 최고 4배 이상의 고해상도를 구현할 수 있으며, 프린트 기술로 입체적인 질감 표현도 가능하다는 게 포스코 측의 설명이다. 이 때문에 이번에 제작된 철 소재의 명패는 색이 보다 선명하다. 특히 가운데 부분 태극 모양을 입체적인 질감으로 구현한 게 특징이다.

Published by Seoul News.

Photos of longevity were delivered to Pohang Senior Club

포스코강판, 포항시니어클럽 어르신에게 장수사진 전달

2019.12.12 18:42

2019.12.12



포스코강판은 지난 11일 포항시니어클럽 어르신들에게 무병장수를 기원하는 장수사진<사진>을 전달했다고 12일 밝혔다.

장수사진은 포스코강판의 포스아트(PosART) 제품으로, 우수한 스테인리스에 잉크젯프린팅 기술을 활용해 제작한 것으로 포항지역 독거노인, 조손가정 어르신 등 경제적으로 취약한 계층 어르신 240명에게 전달됐다.

이번 장수사진 제작에는 포스코 사진 동호회에서 직접 촬영에 도움을 주었으며 위덕대학교 항공관광학과 학생들이 홍세명 교수의 지도하에 메이크업을 지원했다.

포스코강판은 2018년부터 꾸준히 장수사진 기증 활동을 펼치고 있으며, 올해 상반기에도 시니어클럽 어르신 310명에게 장수사진을 전달하였고 내년에도 시니어클럽과 협업해 장수사진 기증 사업을 지속적으로 실시할 계획이다.

Published by kbmaeil.

PosMarble enters into the construction material industry

포스코강판, 건축자재 본격진출... 대리석 무늬 `포스마블` 선보여

2019.08.22

2019.08.22



‘불에 잘 타지 않고 연기 발생도 적은 컬러강판, 대리석 질감과 무늬를 그대로 살려낸 포스마블, 고경도 STS(스테인리스) 컬러강판, 각도에 따라 색이 달라지는 카멜레온 강판’.

포스코강판이 건축 강건재 시장 진출을 본격화하면서 이 같은 신제품을 일제히 선보였다. 코일 방식의 기존 강판에서 주택 인테리어 기능성까지 살린 프리미엄 강판들이다.

포스코강판은 22~25일 경기도 일산 킨텍스에서 열리는 `제51회 MBC건축박람회`에 STS 컬러강판, 포스마블, 카멜레온 강판을 적용한 주택 인테리어 등 스틸하우스를 전시했다.

원재료로 포스코의 고내식 제품인 포스맥과 STS를 사용하고 여기에 포스코강판의 다양한 컬러코팅 기법을 적용했다.

부스 외부는 여러 색상 표현이 가능한 다색 강판과 함께 각도에 따라 색이 달라지는 카멜레온 강판으로 구성했고, 주방 천장과 거실장 등은 목재 색감과 무늬를 적용한 프린트강판을 사용했다. 주방 후드와 싱크대 등은 포스코강판의 고내식 STS 컬러강판을 적용해 골드와 블랙이 어우러진 주방 이미지를 구현했다.

...

Published by MBN.

PosART, 'Innovation of this Year Award'

포스코 컬러강판, 세계철강협회로부터 `올해의 혁신상` 받아

2019.10.15

2019.10.15



▲ 포스코 최정우 회장(오른쪽)이 세계철강협회 2019 스틸리어워드에서 올해의 혁신상을 수상하고 있다. [사진 제공 = 포스코]

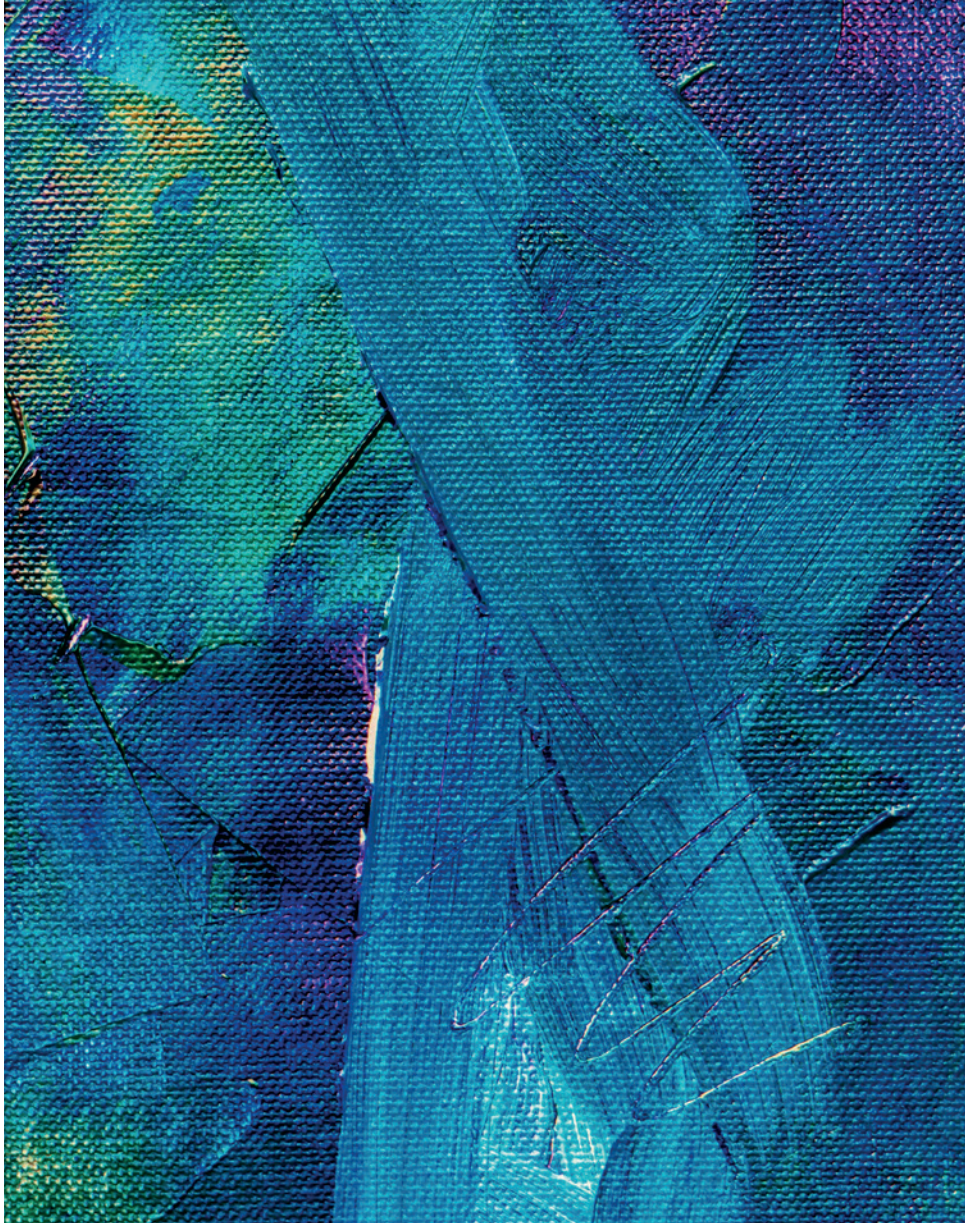
South Korean steelmaker Posco announced Tuesday it has bagged the innovation prize at the 10th Steelie Awards for its eco-friendly advanced resolution printing technology.

This year's Steelie Awards, hosted by the World Steel Association (worldsteel) was held Tuesday in Mexico's northeastern city of Monterrey. Posco Group Chairman Choi Jeong-woo attended the awards ceremony.

Posco's advanced resolution printing technology dubbed Posart, allows the firm to print high-definition designs that are four times the resolution of a normal steel printer. It uses eco-friendly steel ink and can add dimensions to steel plates, making them seem like 3D materials.

...

Published by The Korea Herald.



PosART

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Kakao Channel(Posart)

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