

BRIGHTLAND
GREEN INFRA MATERIALS

COMPANY PROFILE OCT 2026

Market-proven blocks, evolving into materials that cut carbon.

Bright Land is an Ulsan-based water-cycle (LID) permeable paving company proven in Korea's public procurement market.
We are now turning those blocks into low-carbon, circular construction materials — a green leader ahead of CBAM, ESG and Scope 3.

94
Public orders
Jul 2023 – Oct 2026

88%
Repeat-order share
By repeat buyers

4+5
Patents + designs
Registered, in force

2028.12
Win-win programme
Ministry of SMEs

01 · COMPANY OVERVIEW

A water-cycle paving company proven on public sites

Bright Land supplies permeable, pattern, interlocking-gap, land and permeable-base blocks to public projects in Busan, Ulsan and Gyeongnam through KONEPS, Korea's public procurement mall. Instead of building new plants, we run an asset-light model that adds our own technology to a domestic OEM production network — so what we develop can go straight into procured products.

Company	Bright Land Co., Ltd. (주식회사 브라이트랜드)
Leadership	Choi In-jeong, CEO · Suh Jung-lak, CFO & COO
Head office	1F, 7 Sangnam 2-gil, Cheongnyang-eup, Ulju-gun, Ulsan, Republic of Korea
Contact	T. +82-52-269-5140 · F. +82-504-174-8963 · E. bright7930@naver.com
Business	Concrete paving blocks · LID paving materials · registered public supplier (production by domestic OEM partners)
Products	Bright Pattern Block · Interlocking Gap Block · Land Block · Land Line Block · Permeable Base Block (LID)
IP	4 registered patents · 5 registered designs (Salt-resistant block, KR 10-2533734, and others)
Track record	94 public orders · 88% repeat-order share Busan 45 · Ulsan 22 · Gyeongnam 21 · Gyeonggi 2 · Chungnam 1 · public enterprises 3
Government	Public procurement win-win programme, Ministry of SMEs and Startups · selected 2022 · extended 2025 (to Dec 2028)

MISSION

Beautiful spaces

City surfaces that let rain in and stay cooler.

VISION

Green leader in construction materials

Ahead of carbon regulation, from proven blocks to low-carbon, circular materials.

PRINCIPLE

Verified numbers only

Performance and carbon figures published only after accredited tests and third-party review.

The procurement market validated us first

94 public orders (Jul 2023 – Oct 2026): 13 of 24 buyers re-ordered, placing 83 orders — 88% of all orders came from repeat buyers. Buyers who try the product come back.

Orders by region

Busan	**45**
Ulsan	**22**
Gyeongnam	**21**
Public co.	**3**
Gyeonggi	**2**
Chungnam	**1**

Busan–Ulsan–Gyeongnam: 88 orders · 93.6%

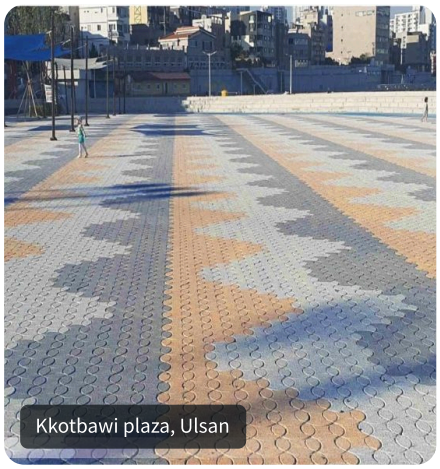
Top repeat buyers

- Changnyeong-gun, Gyeongnam
- Sasang-gu, Busan
- Haeundae-gu, Busan
- Ulju-gun, Ulsan

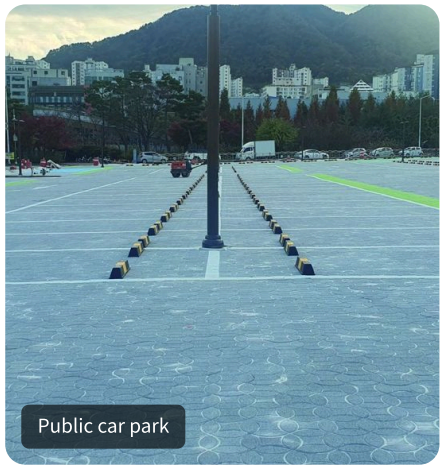
Public enterprises: Korea District Heating Corp. · Korea Midland Power



Sasang Culture Forest, Busan



Kkotbawi plaza, Ulsan



Public car park

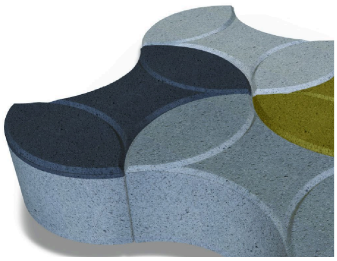
Government programme · sales channel

Public procurement win-win programme selected 2022 · extended 2025 (to Dec 2028) · 30 items listed on KONEPS

Sources: company delivery record (Jul 2023 – Oct 2026); Korea SMEs and Startups Agency notice (Aug 2025). Repeat-order share = orders from repeat buyers ÷ all orders.

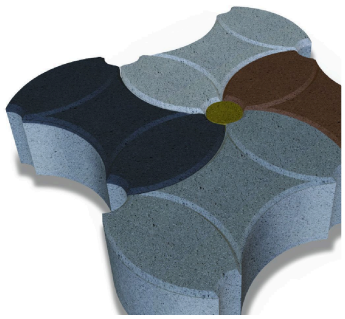
Five product lines

Sidewalks, roads, car parks, plazas and parks — permeable and salt-resistant specifications matched to each site.



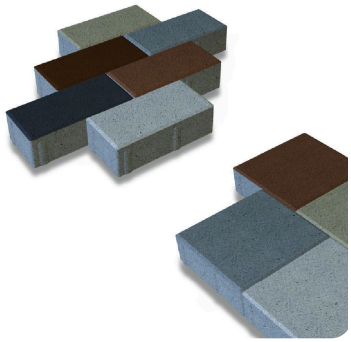
Bright Pattern Block

Curved interlocking · standard / permeable / salt-resistant / gap



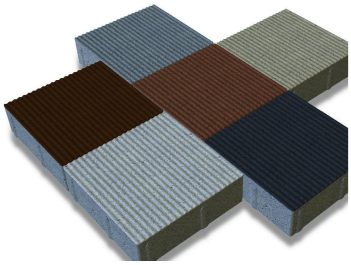
Interlocking Gap Block

Drains through the joints · permeable / salt-resistant



Land Block

Modern rectangular design · 60T / 80T · vehicle entries



Land Line Block

Lined texture · slip resistance · premium finish



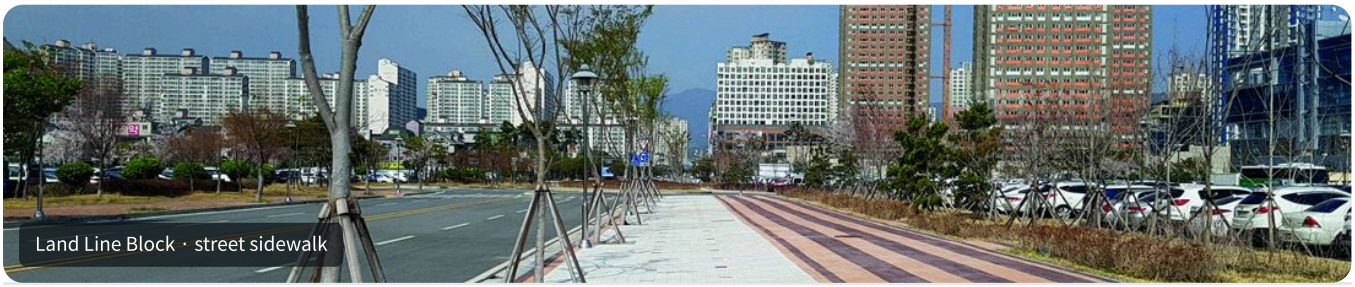
Permeable Base Block · LID

Lightweight permeable base · rainwater storage · KR 10-2273558

SALT-RESISTANT

Salt-resistant line

For sea wind and de-icing salt · patent KR 10-2533734



Land Line Block · street sidewalk

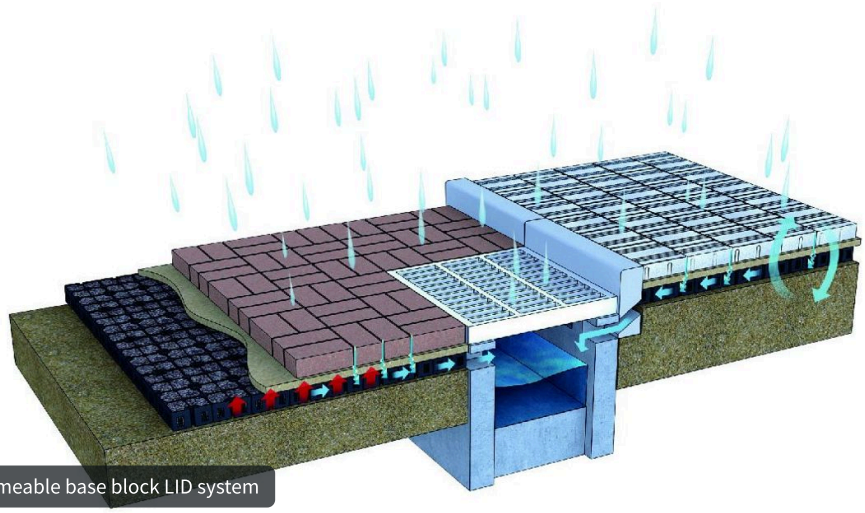
Water-cycle paving, confirmed in numbers

An LID system that stores rainwater in lightweight permeable base blocks beneath permeable blocks and returns it to the ground (patents KR 10-2273558 and KR 10-2191037).

1.4×
Field permeability
Pusan Nat'l Univ. LID Center · vs. ordinary permeable blocks

40% ↓
Deflection
FWD bearing test · vs. untreated section

18.5°C ↓
Surface temperature
KCL · vs. asphalt



Permeable block + permeable base block LID system



Coastal road, Gwangalli · completed Jun 2023

Field durability

Pattern blocks laid on a road beside the beach showed hardly any distortion two and a half years after completion (Dec 2025, company inspection).

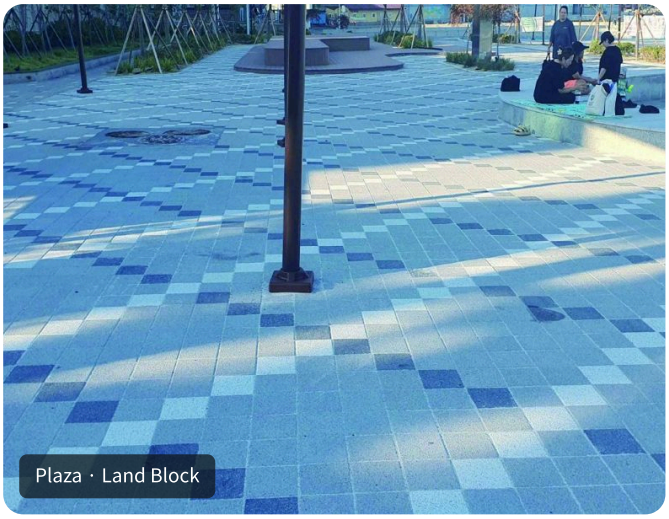
Other sites, including Saha-gu walkways and Kkotbawi plaza in Ulsan, are inspected regularly.

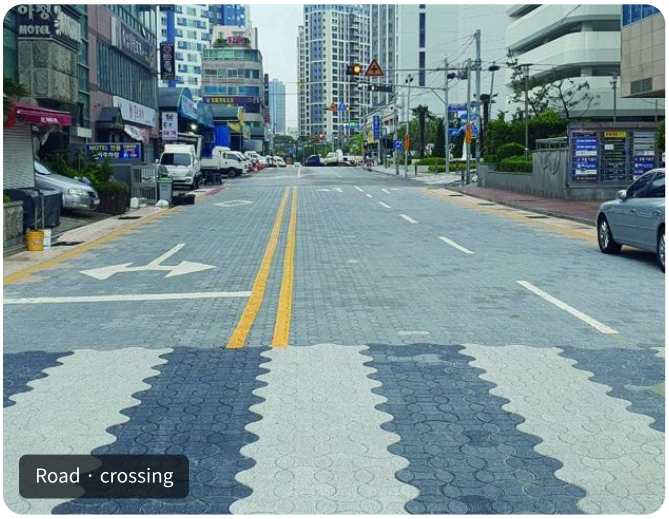
Source: third-party test results reported in the company catalogue (permeable base block system). Test reports available on request. Separate from product certification.

Sites that became the city's floor



Near Sasang Station, Busan


Plaza · Land Block


Road · crossing


Park plaza


Land Block walkway


Playground walkway

Key sites: Mora-dong pedestrian upgrade, Sasang Station culture forest, Sinpyeong-Jangnim low-carbon green industrial complex and Eulsukdo Eco Park (Busan) / climate shelter at Jadu Park, Kkotbawi multipurpose plaza and Customs Park (Ulsan) / Changnyeong public car parks, Gimhae, Yangsan, Tongyeong (Gyeongnam) / Yangju sports park (Gyeonggi)

4 patents · 5 designs

PATENT NO.	TITLE (UNOFFICIAL TRANSLATION)	REGISTERED
KR 10-2533734	Salt-resistant block	May 2023
KR 10-2433566	Pavement structure including insert-type permeable pot blocks	Aug 2022
KR 10-2273558	Pavement structure including lightweight permeable base blocks and polymer paving, and manufacturing method	Jun 2021
KR 10-2191037	Automatic sprinkling system and method using permeable base blocks	Dec 2020

DESIGN NO.	ARTICLE	REGISTERED
KR 30-1107002 · 1107005 · 1107006 · 1107008 · 1107010	Paving blocks (5)	Apr 2021

Patent certificates (4)









Design certificates (5)











IP roadmap: product IP (registered) → material and process IP (in preparation) → technology family (concept)

Personal details of inventors and creators are masked. Titles and content of filings in preparation will be updated within the scope disclosed after filing. Patentability and freedom to operate are checked through prior-art searches by a patent firm; registration is not guaranteed.

Building low-carbon materials on top of proven blocks

Most of a block's manufacturing carbon comes from cement. Bright Land is developing technology that reduces cement use and makes use of regional by-products and CO_2, starting with the LID blocks it already sells.

AXIS 1
Low-carbon binder
Less cement

AXIS 2
CO_2 process
CO_2 used in manufacturing

AXIS 3
Circularity
By-products · recycled resources

AXIS 4
Performance
Permeable · salt-resistant · durable

Compositions, mix designs, process conditions and numerical targets are not disclosed before patent filing; details are shared with partners under NDA.

Business model

B2G Actual	KONEPS procurement sales · adding low-carbon items · innovation and green product certifications under review
B2B Target	Builders · industrial complexes · car parks · housing (reference: Sinpyeong-Jangnim green industrial complex, Busan)
Material Option	Supplying low-carbon binder to other block makers
Licensing Review	Process licensing · joint projects with regional industry

STAGE 1
LID
Low-carbon spec first applied to existing LID and permeable products

STAGE 2
Companion materials
Kerbs and other materials used in the same sidewalk and road works

STAGE 3
Construction materials
Low-carbon, circular construction materials at large

CBAM
Cement carbon priced — less cement

ESG · SCOPE 3
Customer supply-chain carbon — product LCA data

GREEN PROCUREMENT
Low-carbon public purchasing · K-GX

CIRCULAR ECONOMY
By-products and waste as raw material

Looking for partners to build it with

BUYER

Buyers · designers · contractors

Specifications · KONEPS item numbers · samples · test reports · lead times

PUBLIC

Local governments · agencies

Public field trials of low-carbon and LID blocks · green public procurement

MATERIAL · R&D

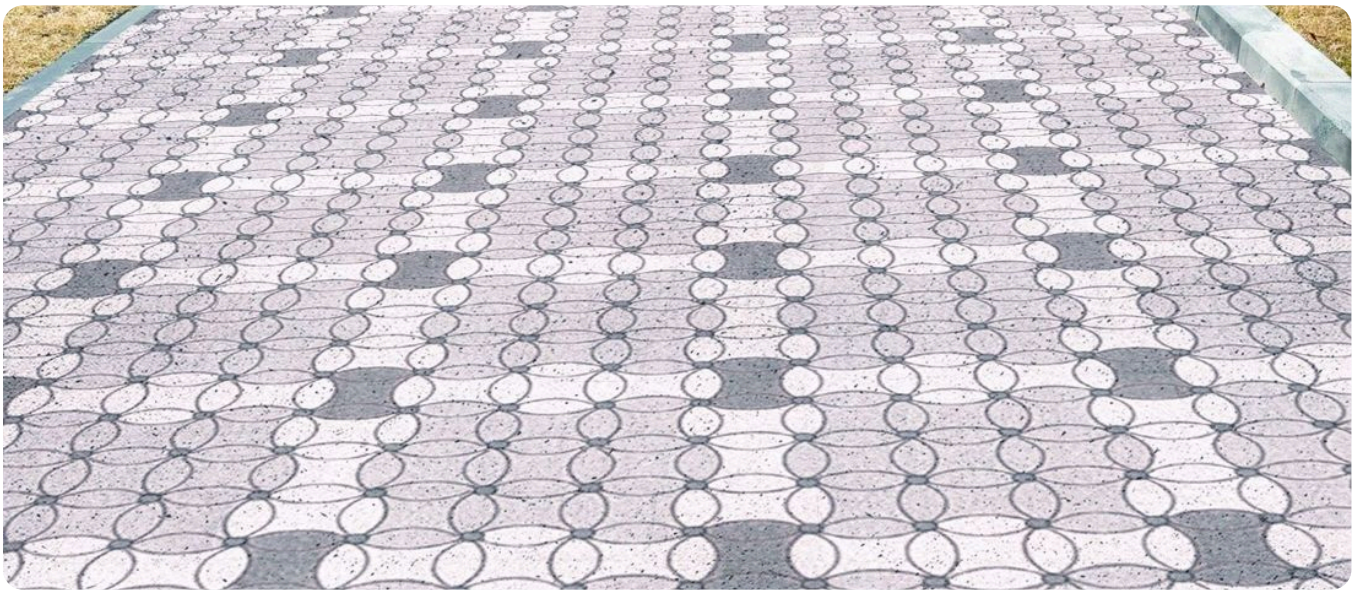
Material suppliers · research

By-product and CO_2 supply · joint material and process research (details under NDA)

DESIGN · BUILD

Designers · contractors · builders

LID cross-sections and salt-resistant specs designed in · industrial complexes · housing · car parks



Bright Land Co., Ltd.

1F, 7 Sangnam 2-gil, Cheongnyang-eup, Ulju-gun, Ulsan, Republic of Korea

T. +82-52-269-5140 · F. +82-504-174-8963 · E. bright7930@naver.com · brightland.co.kr

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