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From right to left: Vice-chairman of Istanbul Ferrous and Non-Ferrous Metals Exporters' Association **Tahsin Öztiryaki**; Chairman of Istanbul Chemicals and Chemical Products Exporters' Association **Murat Akyüz**; Chairman of Electrical, Electronics and Services Exporters' Association **Fatih Kemal Ebiçlioğlu** 

#### Hello,

We are happy to have met you again at this year's International Zuchex Fair, organized for the 25th time. We would like to give you some information about our past fairs before beginning to talk about today. Turkey's official participation to the International Home & Housewares Show 2014, which was held in Chicago US from 15th to 18th March 2014, one of the most important fairs in the sector on housewares, kitchenwares, and cooking equipments, was organized by Istanbul Mineral and Metals Exporters' Association (IMMIB) for the 10th time this year. The Association attended the fair with 21 companies, with a total area of 344.1 square meters at the north and south halls. In addition to that, more than 2,000 companies from 30 countries participated in the Hong Kong Houseware Fair that was held for the 27th time between 20 and 23 April 2014. Istanbul Mineral and Metals Exporters' Association organized the national official participation to this fair for the 10th time this year, with the participation of 19 companies from Turkey. We have an upcoming fair announcement to make. The Associations' national official participation to the Zuchex Indonesia Fair, which will be held at Jakarta between 13 and 15 November 2014, will take place for the first time. Thanks to this national official organization, 12 companies from Turkey will find the opportunity to introduce their products to the Indonesian market. Indonesia is a target market for Turkish exporters since it is a developing market with the large population of the country. Then, what have we done in the meantime? According to the strategy that was developed for the Turkish Houseware and Kitchenware Sector Overseas Marketing Team, we conducted our 5th overseas marketing activity directed at Malaysia, Singapore, and Indonesia from May 24 to June 4, 2014. We had very productive meetings due to having invited the right purchaser groups in each country. We will continue to organize similar activities in the following days. This issue of Kitchenware magazine was prepared as a special issue of Istanbul Mineral and Metals Exporters' Association for Zuchex Fair 2014, and we offer it to you filled with many contents as usual. At the market section, we introduce the special products of a dozen of companies and our interviews with several leading producers of the sector. We hosted the Kumtel company that was launched in 1972 at our Brand Story section, and other officials of the companies we interviewed including Ata Döküm, Lava, Tekno-tel, Sarıca, Titiz, Enart, Bayraktar and Karmen. At our Nostalgia section, we opened our doors to basketry. We also met with some of our successful designers. Ayça Güven Koçer, Adlıhan Tartan, Berna Dalaman, and Serkan Sarıkaya are our guests in this issue. Savaş Aydemir, Executive Chef of Four Seasons Hotel Istanbul at Sultanahmet told us about his story of becoming a chef, and shared the recipes of some of his delicious dishes with us. We hope you will enjoy Kitchenware magazine as much as we have enjoyed preparing it.

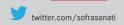


- 6 Market
- **16** Hot Trends
- 20 Design&Designer
- 26 Chef: Savaş Aydemir
- 28 Styling: New technologies from Turkey kitchenmarket
- 36 Interview: Ata Döküm, Lava, Tekno-tel, Sarıca, Titiz Plastik, Enart, Bayraktar, Karmen
- **46** Brandstory: Kumtel
- **48** Nostalgia: Basketry
- 50 Agenda
- 54 Contact File of Turkish kitchen, home and tableware manufacturers





THERMAL TRANSTECH<sup>®</sup> for better taste









## kitchen III de la constant de la con





#### FRESHEN YOUR KITCHEN WITH "ZEN SERIES" BY RENGA

Renga,( one of the leading brands of Turkish glass kithchenware), presented it's latest line of products called "ZEN SERIES" recently. There are salt shakers, spice jars, milk jars, sugar dispencers, jugs, storage jars and water bottles comprise the features of this new line. The fundementals of this line are mainly plain, modern look with sharp edges and soft colors. The line already took a very good attention of the distributors around the world at The Chicago International Home and Houseware Show 2014-USA, The Ambiente Fair 2014- Germany, Hong Kong Houseware Fair 2014 - Hong Kong, Ideal Home 2014 - Turkey ,and it's ready to take a stand at widely known international fairs like The Ghana Big Five Shows-2014, The Zuchex Houseware Fair -2014 Turkey, and very recent fair International Zuchex Indonesia Housewares and Giftware 2014 in Indonesia.

## RAPID ACCESSORIES BY

EMSAN



www.emsan.com.tr



## ELEGANT, DURABLE, HYGIENIC BREAD BINS FROM BORA

Brand-new, wicker patterned with linen bread bins from Bora.
Dishwashersafe wicker patterned bread bins are much more hygienic and durable than the wicker bread bins.

With their modern look, Bora bread bins will be fix perfectly to modern tablewares.

www.boraplastik.com.tr



## yepyenibirhayata...

Değişmeyen tek şey, Titiz Plastik'teki değişimin kendisidir. Yenilenmeye ve değişime ayak uydurmak yerine, ona yön vermenin gayreti içerisindeki Titiz Plastik; her an hayatınızı kolaylaştıracak işlevsel ve estetik çizgilere sahip ürünler ile hayatınıza dahil olmaya devam ediyor.





#### **NON-STICK COOKWARE BY SAFLON**

Saflon is one of the leading companies producing high quality of non-stick cookware in Turkey. The company was founded in 2002 and started using only the best Italian technology and have got all the moulds from well known Italian company and been supported all technical details by them in this period. Their products is produced by through high grade heat with coating inner surface three layers, outer surface two layers by non-stick. Thus, the inner surfaces more durable comparing counterparts, even after long periods of use in exterior surfaces to maintain the appearance of the first day provided. Saflon's products do not contain carcinogenic substances.

www.saflon.com.tr

EASE OF HIGH PERFORMANCE

COOKING

#### THE ELEGANCE **OF THE GLASS CARRIED TO YOUR TABLE** WITH HISA



Having its production activity in an area of 25.000 square meters and driven by the principle of quality production of forks, spoons, knives and steel cookers, Hisar's products are made of 18/10 chrome-nickel alloy 304 stainless steel. Hisar brings esthetics and elegance together to the tables with its wholly handmade and exclusively worked-out glass products. These sets which will accompany both the crowded gatherings in your table and the special moments you will spend with your beloved are consisted of 31 pieces in total: 6 tea glasses and tea saucers, 6 soft drink glasses and 6 whisky glasses, 6 wine glasses and 1 jug. www.hisar.com.tr

The pans of Savaşan Emaye ensures perfect cooking even at low heat and a homogeneous heat distribution thanks to the thickness of the pan base and its high heat conductivity. The non-stick surface prevents the ingredients from sticking to the pan during cooking, enables easy cleaning, moreover, it enables for cooking healthier dishes using the minimum of cooking oil. The pan provides the ease of high performance cooking with its product design. www.savasan.com

#### EVINOKS

#### "I-BUFFET DIGITAL BUFFET **MANAGEMENT SYSTEM"**

Involved in project preparation and production of the hotel equipment, Evinoks has introduced its latest technology that will hit the headlines in 2014, the "Intelligent Buffet Management Systems" which it registered as "I-BUFFET". Implemented for the first time by Evinoks globally, this system is a project aimed at the management of the food offer systems and accurate information of the customers. The system comprises two separate versions. The first and the standard version eyes informing the customers on



many subjects related with informing the customers about the products being offered. <mark>In the Int</mark>elligent buffet management system, the users can have acce<mark>ss to the w</mark>ebsite of the hotel pr the buffet management system via their mobile phones or tablets and see the foods and other products available in the buffet. www.evinoks







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www.boraplastik.com.tr

## kitchen ugra





#### ACCOMPANIES YOUR SWEETEST MOMENTS

As the leading table glassware producer of Turkey, Gürallar will carry the ArtCraft brand to the future with the name of LAV through a renewal of its corporate identity. LAV, the new face of Gürallar from its logo to colors and packaging design, takes its name from the superheated glass paste where the raw material of glass and the fire, which is the most significant energy of glass shaping come together. The Company is the 6th top producer in the world with its production of about 2 million pieces a day in its 2 factories founded on an area of 300,000 square meters in Kütahya. LAV does not leave alone the new brides in their dinner invitation tests with the elegant and chic designs. LAV marks its stamp on the elegant and colorful tables with its lace-decoration tea set, wineglasses, and soft drink and water glasses which it prepared for the newly wed couples. LAV inspires new and brilliant ideas to the newlyweds with its eclectic style blended with the traditional lines. Those who would like to host their quests in their first invitations with a complete and chic table will sure find the best options that fit the style of their house from among the large collection of LAV. www.lav.com.tr



#### "I DID IT!" SETS FROM PASABAHCE

Paşabahçe designed an entertaining set with the world-famous pen brand Edding. "I did it!" (Ben Yaptım!) sets which are made up of colorful pens produced for the decoration of the cups and porcelains offer a marvelous alternative to those who would like to leave a trace of their own on the presents they will give to their beloved ones. These sets add an extraordinary joy to the tea-coffee joy. Plain cups of Paşabahçe Porselen included to the "I did it!" sets embrace original designs by the water-based inks in the Edding pens. Since these pens include no hazardous ingredients, the children may also join their families in spending secure and informative time. The sets include one porcelain cup and 2 different color porcelain painting pens. Paşabahçe cup needs to be waited for 15 minutes after being painted by the pens for creating the product of your imagination. If you decide to change your design within this time period, you may just wash or wipe off the existing design on the glass. Then the design becomes fixed and stable when it is cooked for 25 minutes in a household oven which has been preheated at 160 degrees. In this way, everyone has the opportunity of preparing their own cups with 8 different color options. After staying in the oven, the cups can be washed in the dishwasher without any wane of their color, and they can be repainted if their color wanes after years of use. www.pasabahce.com.tr

## COLORFUL OFFERS IN GARDENS WITH PORLAND

As the main source of inspiration in decoration for centuries, the nature is now in the Porland Summer Garden Collection with its colors, freshness and its breeze that brings freshness. You will feel relieved with each use of the Summer Garden Collection thanks to the garden design consisted of many colorful flowers and the ladybirds put in each piece with the wish of bringing luck.

The Summer Garden Collection which is consisted of a product group that can be used in tea and breakfast offerings has been diligently designed by the Porland design team for different and delicate offerings. The collection is suitable for the daily use reflects the perfect harmony of the porcelain, glass, steel and textile group of products. The Summer Garden Collection which is dishwasher safe thanks to its sub-enamel design will help you make your beloved happy with pleasant offerings. You can buy the Summer Garden Collection products as a set or you may create your own set by choosing the pieces you wish. The Collection has teacups with saucers, milk jug, sugar bowl, cups, teapot with lid, eggcup, flat plates and breakfast plates and service plates. www.porland.com.tr



### Listen to your heart...













NOUVAL GROUP MUTFAK EŞYALARI DIŞ TİC. LTD. ŞTİ.

## kitchen ware



# ELEGANT CHOICES FOR YOUR KITCHEN FROM

You can create a special set from the cream series of Fakir and introduce practical solutions to your kitchen. In order to prepare the most important meal of the day, your breakfast, with your new helpers: Legend Steel Tea Maker, Nancy Toaster, Grace Sandwich Maker, Goldie Kettle. Tea is an irreplaceable part of Turkish cusine and while Legend Steel Tea Maker prepares tea in its most delicious form and brings it to your table at the right temperature, the smell of the toasts out of Nancy Toasters will whet your appetite. Grace Sandwich Maker will enrich your breakfast with alternative flavors, and Goldie Kettle will help you prepare your breakfast in a swift way. www.fakir.com.tr

## OUTDOOR AND PRODUCTS BY

ZAMBAK



Zambak Plastik has been around for 25 years. With its cutting boards that are indispensable in a kitchen, Zambak Plastik has been striving to make life easier for its customers and to win their satisfaction with its product range for 25 years. The company brings a clean touch to your living spaces with its brush, brooms, and dustpan varieties that are designed for indoor and outdoor environments.



#### JEWELLERY OF YOUR GARDEN

GURUSS CG-075 charcoal grill offers you the most enjoyable BBQ parties with your family and friends. It has a strong and large body with 600 degrees heat resistant finish and a 75x40 cm. cooking area. This 'easy to assemble' product provides many other specifications such as side tables, fire height adjustment, resting grill and waterproof cover accessory.

www.guruss.com



#### AKYÜZ

#### **IMPRESSES WITH NEW PRODUCTS**



Akyuz Plastik AŞ was established in 1980. It is one of the market leaders in Turkey. Its production is mainly in houseware, kitchenware and technical products. Akyuz Plastik AŞ has along pedigree in its chosen field of plastic industry and provides customers with worldclass experties to a global market-combining the experience and knowledge of more than 30 years of manufactury experties. Akyuz Plastic produces the widest large of kitchen, bathroom and garden articles located in Istanbul. The company exports 75% of its production. www.akyuz.com.tr

#### **EKBER GASTRONOME CONTAINERS**

Gastronomy means hygienic cooking order and system. Containers are an important part of this system. Ekber Mutfak Gereçleri is a leading producer of gastronom containers, and the company exports gastronome containers to Europe, the Middle East, and North Africa. Recently, the company began to supply to the US after beginning to produce American GN containers.



# 'The taste is in its nature' Due to high quality cast aluminium feature, CASTA SERIE protects the heat for a long time by distributing it equally. You can cook delicious food protecting its nutritive value on low heat. CASTA EASE OF www.faceboox.com/mehtapmutfakesyalon

## kitchen ware

## COOKING HABITS CHANGE WITH SSENSO ECOTOUCH NAPOLI SERIES



Essenso, the first health-oriented brand in the Turkish cookware market, brought in an innovation by introducing ceramic to the kitchens in line with its aim of becoming a leader and pioneer. Napoli series has natural ceramic coating on their inner surface and enamel coating on their external surface that is very resistant to heat and scratching. The brand of the natural ceramic is the globally known ceramic brand ILAG. These properties allow food to be cooked with less oil and more healthily. Furthermore, thanks to the ceramic coating, the food do not stick to the surface. While the thick bottom keeps the food warm for a longer period

by distributing heat equally, the honeycomb texture on the surface prevents the food from sticking to the pan during cooking. The aluminum body is 4 mm thick and reaches 6 mm on the bottom. Enamel coating on the external surface preserves its first day radiance and brightness for a long time, which is the most preferred material in cookware and is known for being healthy. Ecotouch Napoli series are offered as pots and pans, shallow frying pans and wok in various sizes, as well as in sets with optional pieces, and are ideal for those who want a healthier, more practical and favorable experience in the kitchen.

www.esse.com.tr

#### **INOSMART:**

## THE NAME FOR SMART AND INNOVATIVE-PRONE OVENS

Having always been a pioneer in the industrial kitchens industry, İnoksan supports its R&D works with its innovative brand strategies collects its ovens product family under a brand and continues to become the first brand that comes to mind in its industry. As a result of its high-paced R&D works as the biggest supporter of the professionals, Inoksan adds to its product range its new ovens which are among the leading players of the kitchen industry while it punctuates the significance of branding by combining its combi-oven family under the brand of Inosmart. These economic ovens collected under the name of inosmart will be easing the lives of the enterprises by amortizing their prices each day thanks to their cost-saving working principles and environmental-friendly technologies. The oven should definitely be preheated at 40-50 degrees above the cooking temperature in order to ensure homogenous cooking and save time with İnoksan Ovens Family. www.inoksan.com



## SOFTLIFE BY



Neptün Dış Ticaret AŞ is a 24 years old manufacturing company that produces scented products for homes, room and environment odorization, essences, soaps, and candles. With its creative team, the company also prepares capsule projects that consists of its manufactured products, with scents that are produced specifically for companies, according to their concepts. For its 2015 winter collection, Neptün Dış Ticaret designed its Softlife collection in fall colors that are referring to soft life. It presents this collection with a cinnamon scent that reminds of winter. Softlife capsule collection consists of a candle, two diffusers in different sizes, a scented bath glove, a soap bar, scented stones and a towel in a container.

www.neptunev.com

## STYLISH PRESENTATIONS FROMINARIN

Narin Madeni Eşya is a manufacturing company established in 1967. Since its founding, company has taken part in the manufacturing sector with its high quality products. Narin started off by manufacturing forks, spoons and knives. Then, company increased its product offerings by adding teapot, coffee pot, and tea services to its product list. Today, company offers a 100 year anti-corrosion quarantee for all Narin products. www.narinmetal.com























#### **HOT TEA BY NURTAŞ**

Nurtaş Kitchenware comes forward in the teapots and kitchenware area with its production experience which roots back to 1968. The company was established in 1968 under the name of Nurtaş Copper Tea-urns. From 1968 to 1978, the production facility of the company was in Süleymaniye, Istanbul and it began to expand its product diversity after moving to its new production facility in Bayrampaşa. The company modernized its product diversity and production planning in line with its objective of being an export leader, and achieved in exporting 60 percent of its production by 1983. The company began the production of steel teapots and steel cookers by renewing its production line according to the conditions in the market in 1986 and Yusuf Ege renamed it as Nurtaş Kitchenware. Our company succeeded in becoming the steel kitchenware industry in a short period of time and set a record in exports in 1994. It started the production of teflon kitchenware after establishing the Arena Burnproof Nonstick Kitchenware in 1994 and increased the customer satisfaction by enhancing the product diversity in this way. www.nurtascelik.com



#### FOR SIPPING THE TEA

FOR SIPPING A GLASS OF MAGNIFICENT PIPING HOT TEA THAT IS BRIGHT RED AND FRESH, YOU NEED NICE AND SLIM WAISTED TEA GLASSES AND PORCELAIN OR GLASS COFFEE CUPS WITH SLIM HANDLES. AND OF COURSE, A TEAPOT SET, WHICH WILL SLOWLY BREW THE TEA THAT YOU WILL SIP WITH JOY. WE MADE A RESEARCH ABOUT THE NEWEST TEAPOT DESIGNS FOR YOU...



## PRODUCTS WITH ENERGY AND TIME EFFICIENCY BY ARZU ÇELİK

Arzu Çelik's products draw attention for their aesthetics and high quality. This is not a self-praise, but the word of our customers. The company never compromises on quality and maintains the cleanliness of its products until they reach the consumers. The products are made of 304-quality 18/10

Cr-Ni stainless steel with carefully polished surfaces which keep the splendor and come to the forefront with ergonomic handle and head. Arzu Çelik has eight registered trademarks. These are Arzu Çelik, Elegant, Katre, Selen, Biorhca, Cemre, and Asstarline.

www.arzumetal.com.tr

#### SAFE TEA-URNS BY EKBER

EKBER Kitchen Equipment, a company that is assertive on tea-urns as much as it is on tea makers, achieved a high rate of increase in the tea-urns sales. EKBER's tea-urns make difference in terms of hygiene and ergonomics. The warning system of the tea-urns against furring and the vaporization of water, and hidden resistance provide ease of use and safety. The product quality of EKBER carries the TSE, TSEK, CE, and RoHS certifications.

www.ekber.com





#### COLOR YOUR LIFE WITH TANTITONI

Tantitoni offers modern and entertaining products in colorful choices. Its vacuum flasks that are designed by being inspired from soft colors catch season trends.

Tantitoni vacuum flasks preserve the temperature of cold and hot beverages with the high quality stainless steel interior material. Tantitoni has a broad range of products and renders the path to work or school enjoyable. In green and pink color options that are the trending soft colors of the season, vacuum flasks with the inscription "Color your life with Tantitoni" are candidates to becoming an indispensable travel companion for students and commuters.

www.tantitoni.com.tr



#### ETERNITY KETTELS FROM GÜZELİŞ PORSELEN

Güzeliş Porselen San Tic AŞ with its unique experience in kitchenware industry since its establishment in 1958, has shown an unapproachable production quality and service understanding. By giving life to uncountable functional and elegant designs, ETERNITY brand name upgrades the value of the kithcens and turn them to a place to live instead of a place to pass through. Produced with the most advanced porcelain enamel technology, ETERNITY KETTLES are the key elements that suits to all kitchens in 47 different countries till now. Presenting specialities such as long durability, %100 hygiene and protection of minerals and tastes as a result of low energy need, ETERNITY KETTLES are incomparable with others.

www.guzelis.com.tr

#### **H**ot trends

#### FASHIONABLE CHOICES BY ESSE HOME FOR YOUR BATHROOMS

Esse Home bathroom sets will bring a new touch to your bathrooms. Esse Home 3 Piece Mother-of-Pearl Bathroom Set is a very elegant choice for special bathrooms with their pearl and metal details. Esse Home Band 3 Piece Bathroom Set is very compatible with modern bathroom styles with its colors and design. The Set meets all your needs in a bathroom. It is made of three pieces; a soap dispenser, a soap bar dish, and a toothbrush holder, and adds a simple and elegant look to your bathroom. Esse Home Mono 3 Piece Bathroom Set will introduce a plain but striking dynamism to your bathroom decoration. The Set consists of 3 pieces: a soap dispenser, a soap bar dish, and a toothbrush holder. It supplements your bathroom style with its soft color and modern design. www.esse.com.tr



## OPEN SOME SPACE FOR ELEGANCE IN YOUR BATHROOM

WHAT DO WE EXPECT FROM A BATHROOM? FIRST OF ALL, HYGIENE, AND THEN, ORDER AND COMFORT... COLORFUL, PRACTICAL, AND HIGH QUALITY DESIGNS COMPLEMENT SUCH A BATHROOM. ON THIS PAGE, WE WILL INTRODUCE YOU THE THREE PIECE BATHROOM SETS, CONSISTING OF A TOOTHBRUSH HOLDER, A SOAP BAR DISH, AND A SOAP DISPENSER.



#### **BATHROOM SETS**

Obje Plastik prioritizes its quality assurance as the first item of its company culture. It meets the expectations of the customers by matching the best price with its quality product criteria through its corporate identity. With its innovative approach since the day it was established, Obje Plastik reaches consumers in more than 20 countries around the world and Turkey with its colorful, elegant and designer products. Its Lotus and Mimosa Bathroom Sets, with their stylish designs and color options, are among the favorites of 2014.

www.objeplastik.com

#### HIGH QUALITY PRODUCTS

Kastamonu Plastic has been designing and manufacturing in high quality different products since 1980. Kastamonu Plastic moves with care and precision in all stages from molding to final product and delivery and feel proud of contributing the development of sector in which operates. Violet brand offers all kinds of housewares items such as kitchenwares, bathroom organizers, laundry helpers, cleaning utensils, bathroom items, picnic items, hobby goods and baby care products. www.kastamonuplastik.com





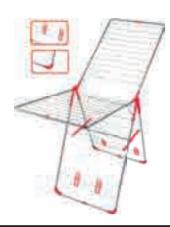
#### LUX PLASTIC: TREND MEETS QUALITY

Lux Plastic is a designer and manufacturer of different high quality products since 1989. It is established in a space of 5000 square meters with high-tech and first class raw material, with the aim to provide quality, the most compatible price, shortest deliver time and the best service to our customer at arm's length. It is exporting it's products over 65 countries such as: from Argentina to Turkmenistan, from Russia to South Africa and from Spain to Kuwait. With their company slogan "Trend meets quality" they spend great care from product designing to packing, and from color selection to quality control. They are in a close contact with markets, malls, chains of purchasers and selective wholesalers in 7 regions of Turkey and in 4 continents of the World.

www.luxplastic.com



#### GRANIT HOME'S QUALIFIED PRODUCTS



Granit Home Products Co. was established in 1960 in Izmir which is the 3. biggest city in Turkey. The factory location is away from 13 km to İzmir Airport and 45 km. to the İzmir Seaport. Granit had started producing metal Household products in 1960 in a small workshop, and now continues, in 10,000sq.m production area, with the passion of the first day, last advantages of technology, pleasure of supplying qualified products. Granit has product variety of almost 200 kind in 8 main group. Properties of ironing board: Electrostatic powder coating, heat resistant plastic iron rest, non-slip foot caps, wide ironing surface. Properties of clothdryer: Electrostatic powder coating, flat rack for delicate laundry, hanger kit for shoes. www.granitltdsti.com.tr

## CAPRI LUX CLOTHES DRYER Electrostatic epocsy

Plastic epocsy
powder paint.
Foldable and
easy to cary.
Plastic Basket for
cloth-pegs.Quality
extender by a certificate
of conformance standart
RF and International
organization for
certification of ISO.

www.egeltd.net

## LIFESAVERS AT HOME: IRONING BOARD AND CLOTHES HORSES

CLOTHES HORSES AND IRONING BOARDS ARE OF COURSE A MUST IN A HOUSE. WE HAVEN'T FORGOTTEN THEM. WE DECIDED THAT WE'D BETTER NOT IGNORE THESE TWO PRODUCT GROUPS THAT ARE LIFESAVERS FOR US ALL IN OUR HOMES AND WE TOOK A LOOK AT THE LATEST DESIGNS PROVIDED BY COMPANIES FOR YOU.

#### 27 DIFFERENT PRODUCTS FROM ASSAN



Assan was founded in Konya in 1977. The company began to manufacture ironing boards, drying racks, and profile ladders in 2008. It concentrated its focus on R&D for 4 years and with 4 new models of ironing boards, 3 new models of drying racks it introduced in 2010, it offered customers a total of 27 products that includes 12 ironing boards, 7 drying racks, and 8 types of profile ladders. The ironing boards produced by Assan are suitable for steam tank irons and as well as regular irons. www.assanltd.com



#### IRONING BOARDS&DRYING RACKS FROM DEVECIOĞLU

Devecioğlu company from Turkey produce ironing boards, laundry drying racks and step ladders. They have wide range of products. Devecioğlu, which has brought to the position that its products and brands are sought in Turkey Market using the most advanced technology and resources effectively without compromising the quality of the product or production, keeps always its vision widely important to provide better service to its

www.devecioglu.com.tr



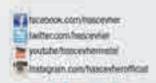
#### MILENYUM METAL SINCE 2003

Milenyum Metal has been developing and producing ironing boards, cloth dryers, metal houseware and gardenware products since 2003 at Kayseri Free Zone / Turkey and has thus acquired an extensive expertise in production. Stella model ironing board is easy to use. The iron rest of Stella model is suitable to new system of steam irons.

www.milenyummetal.com.tr













INDUSTRIAL DESIGNER BERNA DALAMAN SAYS INDUSTRIAL
DESIGN IS AT A FAR BETTER POINT NOT ONLY IN KITCHENWARE
BUT IN MANY AREAS OF THE MANUFACTURING INDUSTRY
COMPARED WITH 10 YEARS AGO, BUT SHE UNDERLINES THAT
THIS DOES NOT MEAN THE INDUSTRIAL DESIGNING HAS
REACHED A SUFFICIENT LEVEL IT DESERVES.

**SERNA DALAMAN** 

Berna Dalaman says they provide industrial design services to mainly the medical and defense industries. Here is our interview with her for Kitchenware Magazine.

Who is Berna Dalaman, how did she introduced herself to the realm of designing?

I completed 20 years in my professional career and I can say I have realized the target I set for myself in this profession as I have reached a level of managing the act of designing by using the experience, knowledge and professional skills which I have acquired throughout 20 years in my career. I continue contributing my profession by taking part in the formation of the first government-sponsored industrial design awards, by establishing and managing an industrial design and engineering center which is configured based on a unique







model, and by serving as an academician in the industrial design area. And I continue my efforts for implementing new projects with the proceeds of the activities aimed at creating awareness in industrial design and by realizing many projects that create addedvalue for the industrial design industry.

Which are the industries you design for? What are your preferred industries?

We provide industrial design services for mainly the medical and defense industries. Aside from these main industries, we also work on the subjects of electronic products, automotive industry, house electrical appliances and kitchenware, furniture and furniture accessories.

#### CAN YOU GIVE US SOME INFORMATION ON YOUR CURRENT DESIGNS?

We provide industrial designing services for medical products to the large and medium sized companies within the framework of the programs for enhancing their competition in the international arena. We offer an integral service by way of realizing the whole of the production process of a product from the very beginning up until its serial production at our facility. These services can be listed as concept designing, model production, three-dimensional modeling, mechanical design-analysis, prototype production, preparation of molds, and serial production.

Besides, we also do R&D activities for product development. Delivery of the supporting projects following the completion of the R&D work, project preparation and project management are also included in our activities.

#### In your opinion, what is the level of Turkey in the industrial design especially in kitchenware?

Industrial design is at a far better point not only in kitchenware but in many areas of the production industry compared to 10 years ago. But the term "far better" does not necessarily mean that the industrial designing has reached a sufficient level it deserves in Turkey. And we observe that one of the industries which needs designing most is the kitchenware industry. Creation by the local manufacturers of products having original designs to promote the strength of their brands and improve their export capacity leads to increasing competition between the members of the industry. Although competitiveness bears with it the quality and price components, the design concept is an absolute must. That's why we see kitchenware taking their place at the shelves with their new designs.

#### www.ekber.com







# "THE BIGGEST FREEDOM FOR A DESIGNER IS TO HAVE THE CHANCE OF WORKING IN DIFFERENT PROJECTS"

As Turkish Kitchenware, we interviewed with Ayça Güven Koçer who continues her works at mu-ca studio together with the designer Muzaffer Koçer.

#### How did you enter to the design world?

Industrial designing discipline is acquired by education, but we believe the creativity and observation faculties are innate faculties. We carried this urge for creativity that grew in us in time since our childhood by graduating from the Industrial Design department of the Middle East Technical Faculty in 2009. And we caught the opportunity to continue our post graduate study and had some work in Italy thanks to the first prize we had at the İMMİB design competition in 2009. And we entered the market actively with the "mu•ca studio" design office whose foundation we laid in Milano during that period.

## Which are the industries you design for? Which are your preferred industries?

The biggest freedom for a designer is to have the chance of working in different projects. I mean the chance of designing a toy one day and furniture or tea maker another day. What is important is to apply the design discipline that you had in each and every product. Consequently, we are trying to show our creativity in each project regardless of the industry or product. The industry we have been taking the greatest joy recently is the toy industry; we particularly think that it is highly valuable that the children

complement their education with very well thought-out products. To have a contribution to this end and see the kids' hands enjoy those toys is the best side of our profession. Other than that, there is the fast-growing 'kitchenware industry'. Our interest with this industry is increasing as the importance placed in industrial design in this area gains pace.

#### CAN YOU GIVE US SOME INFORMATION ON YOUR CURRENT ACTIVITIES?

We are currently working with the leading companies of the kitchenware industry. Two tea makers and one coffee maker of our design were launched last year. Two more tea makers will follow them this year. Other than these, the tea urns we have designed may also hit the shelves next year. Our designs will be sold under brands such as Esse, Fakir, Vestel, Bluehouse and King. Our designs have a lean and functional focus and search for a different form is also an important criterion for us.

Besides, we develop common projects together with the Italian design office for the leading German companies Bosch and Gardena. In addition to the designs of the products.



AYÇA GÜVEN KOÇER MUZAFFER KOÇER

"WE ARE TRYING TO SHOW OUR CREATIVITY IN EACH PROJECT REGARDLESS OF THE INDUSTRY OR PRODUCT BEING WORKED ON. THE INDUSTRY WE HAVE BEEN TAKING THE MOST PLEASURE RECENTLY IS THE TOY INDUSTRY. OTHER THAN THAT, THERE IS THE FAST-GROWING 'KITCHENWARE INDUSTRY'. OUR INTEREST WITH THIS INDUSTRY IS INCREASING AS THE IMPORTANCE PLACED IN INDUSTRIAL DESIGN IN THIS AREA GAINS PACE."

#### Design & designer



Adlihan Tartan says they usually work on the small house appliances and electronic products. Here is our interview with her for Kitchenware Magazine.

#### Who is Adlihan Tartan, and how did you enter the design area?

I am a graduate of METU
Industrial Products Design
department. I had short-term
experiences in different areas such as
furniture and interior decoration after
the graduation. Then, I started working
at the design department of a corporate
and large company and gained great
experiences there. In 2007, I founded
my own design company, Tartan
Design, following a long period.

### For which sectors do you make designs? What is your preferred area?

We usually work on the small house appliances and electronic products. We also design non-electric household appliances and accessories. In line with the demands of our customers, we mainly work on the household





appliances and especially on the kitchen utensils.

### COULD YOU PLEASE GIVE US SOME INFORMATION ON YOUR RECENT WORKS?

There are projects that we conduct in partnership with a company, which attributes importance to design and brandization in the kitchen industry. Our small householde appliances are also underway.

## In your opinion, what is the position of Turkey in the industrial design especially for the kitchen utensils?

Although Turkey is one of the countries with the most developed



ADLIHAN TARTAN, A DESIGNER WHO GAINED EXPERIENCE BY WORKING IN VARIOUS FIELDS INCLUDING FURNITURE AND INTERIOR DECORATION AND HAS BEEN CONTINUING ITS CAREER IN TARTAN DESIGN -A COMPANY THAT CARRIES HIS NAME, RECENTLY FOCUSES ON HOUSEHOLD GOODS AND KITCHEN UTENSILS. TARTAN SAYS ALTHOUGH TURKEY MAY BE ONE OF THE COUNTRIES WITH THE MOST DEVELOPED FOOD CULTURE, THE TURKISH KITCHEN UTENSILS SECTOR STILL LAGS BEHIND THE GLOBAL BRANDIZATION PROCESS.

ADLIHAN TARTAN



food culture, the Turkish kitchen utensils sector still lags behind the global brandization process. When you look at the development of industry in Turkey, the companies have recently begun to realize the importance of design, brandization and the creation of added value. The Turkish companies have a great opportunity to create a very significant market especially in these sectors where the input costs are relatively low by increasing their investments in design, product development and R&D. Of course, we should say that there is a very important improvement compared to the recent past. For the future, since almost every company operating in the kitchen appliances industry are family companies, the second and third generations will play a very important role for ensuring the continuation and improvement of these operations.



# "TURKEY STARTED PLACING A HEAVY EMPHASIS ON DESIGN FOR THE LAST THREE

#### **OR FOUR YEARS"**



Serkan Sarıkaya says they make designs mainly for product display stands, electrical house appliances, plastic kitchenware, packaging and furniture; here are the answers of Serkan Sarıkaya to the questions of Kitchenware.

#### CAN YOU GIVE US SOME INFORMATION ABOUT YOURSELF AND HOW DID YOU ENTER THIS INDUSTRY?

I took my first step to this industry in 2003 when I entered Industrial Products Designing department of Marmara University. During my university years, I worked as a trainee or as designer on part-time basis in various companies such as Tasarım Üssü, İstanbul Ulaşım Arge, Temart Grafik Ajansı, etc.





In 2007, I graduated from Marmara University as the top scoring student in my department. I worked as a designer in various companies until 2009. Then, we founded STD Studio Design Office together with two class mates (Şenol Doğan-Teberdar Gürbey).

### What are the industries you design for? Which are your preferred industries?

I general make designs for product display stand, electrical house appliances, plastic kitchenware, packaging and furniture. But at STD Studio we also provide animation, 3d Visualization, outdoor rotation products, indoor designing and shop decoration service in addition to these.

#### CAN YOU GIVE US SOME INFORMATION ON YOUR CURRENT ACTIVITIES?

We provide designing and production service to many SMEs at a time. We can sum up these current services as; plastic kitchenware, plastic industry side products, plastic food packaging design, package positioning, electrical house appliances (vacuum cleaner, steam cleaner, steam-type iron), outdoor products with plastic rotation molds, and product display stands which we develop at our company studio and produced in our woodwork premises.

## In your opinion, what is the level of Turkey in the industrial design especially in kitchenware?

As far as we could understand during our five years of operation in the market, Turkey has started placing great importance in design activity for the last 3 or 4 years years. Turkish



**SERKAN SARIKAYA** 

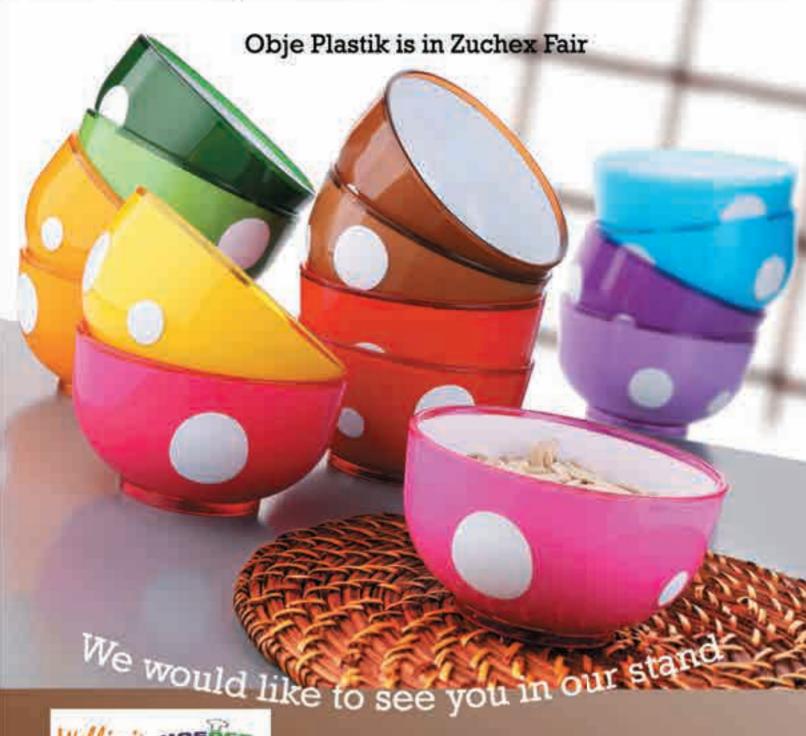
AFTER HIS GRADUATION FROM THE INDUSTRIAL PRODUCTS DESIGN DEPARTMENT OF MARMARA UNIVERSITY IN 2007, SERKAN SARIKAYA FOUNDED STD STUDIO **DESIGN OFFICE TOGETHER** WITH TWO DESIGNER FRIENDS WHICH PROVED SUCCESS IN MANY DIFFERENT AREAS. SERKAN SARIKAYA SAYS THE COMPANY OWNERS NOW WANTED TO **DEVELOP ORIGINAL PRODUCTS** AND CONCEPTS SPECIFIC TO THEIR COMPANIES, AND THERE HAS BEEN A CONSIDERABLE INCREASE IN THE NUMBER OF CUSTOMERS THAT APPLY TO THEIR COMPANIES FOR THAT.

companies were previously copying the designs which they saw in the international fairs or in the web sites, and there are still companies which continue doing the same. And now, they would like to develop original products and concepts specific to their companies. So, there is a considerable increase in the number of customers that apply to our company recently. They want the design be created by the designer down to the smallest part.





## You are invited to see our colorful products and unique designs





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"IT HAS ALWAYS GIVEN ME A GREAT PLEASURE TO WORK ON A NEW DISH AND BEAT MY BRAINS OUT. THIS PASSION BRINGS **OUT THE INSPIRATION** AND THE WILL TO WORK. I ESPECIALLY TRAVEL TO DIFFERENT **REGIONS OF TURKEY** AND COLLECT LOCAL PRODUCTS, OBSERVE DIFFERENT COOKING TECHNIQUES, **AND GATHER INFORMATION ABOUT** RECIPES. I PREFER TO INTRODUCE THESE INGREDIENTS AND TECHNIQUES WITH MY OWN **INTERPRETATION** TO THE MENU **OF SEASONS RESTAURANT** AT FOUR **SEASONS HOTEL** SULTANAHMET. I **ALSO FOLLOW** THE NOVELTIES IN THE WORLD KITCHEN AS

WELL."



#### "I DON'T HAVE TO WORK A SINGLE DAY SINCE I DO THE JOB I LOVE"

hef Savaş Aydemir, whose father and brother are cooks as well, had his first kitchen experience 25 years ago. Aydemir highlights that the meals that are prepared by chefs who mature along with the food, who adds his love to the meals are always more delicious. We made a very pleasant interview with Aydemir and learned recipes of traditional Turkish cuisine from him.

#### When and how did you become interested in the cooking business?

My interest in this profession goes back to my grandfather. As my father recounted to me as well, several members of the last two generations of our family are cooks who perform their profession truly fondly. My first step into this profession occurred when I began to work as an apprentice under my brother during the summers of my middle school years. My first kitchen experience was 25 years ago.

#### How did you improve yourself in this field?

I don't have to work a single day since I do the job I love. It has always given me a great pleasure to work on a new dish and beat my brains out. This passion brings out the inspiration and will to work. I especially travel to different regions of Turkey and collect local products, observe different cooking techniques, and gather information about recipes. I prefer to introduce these ingredients and techniques with my own interpretation to the menu of Seasons Restaurant at Four Seasons Hotel Sultanahmet. I also follow the novelties in the world kitchen as well.

DID YOU RECEIVE A FORMAL TRAINING FOR BECOMING A COOK?

Yes.

#### WHEN DID YOU DO YOUR FIRST PROFESSIONAL JOB?

I started my first professional job in 1992 as an apprentice at Beceren Hotel at Uludağ, Bursa, when I was 18 years old.

#### Where have you worked before Four Seasons Hotel Sultanahmet? For how long have you been working here?

Between 1992 and 1996, I worked at hotels alternating between summer and winter seasons (in Bodrum, Kuşadası, Turgut Reis during the summer season, in Uludağ Bursa during the winter season). I began to work at Istanbul Swissotel as a busboy in 1996 and worked at various position for 12 years. I have been working at Four Seasons Hotel Sultanahmet since 2008.

#### IT IS CLAIMED THAT THOSE WHO COOK DELICIOUS MEALS HAVE SKILLFUL HANDS? HOW ACCURATE IS THIS?

The meals of those cooks, chefs prepared by those who mature along with the food, who adds his love to the meals are always more delicious.

#### What are the dishes that you enjoy cooking and eating the most?

I can say in earnest that there is no dish that I don't enjoy cooking or eating. Yet, I prefer to cook using vegetables that are in season. I can say that I love the fatty parts of meat and dishes that are made with natural growing herbs. And of course, I like very much the dishes that are prepared by my wife.



## Stuffed Artichoke with Aegean herbs and olive oil

(Artichoke stuffed with Aegean herbs, rice, and onions, with its own sauce)

#### (4 portions)

#### Ingredients:

20 grape leaves

#### Method:

grape leaves. The stalks of the herbs and the remaining grape leaves are placed on the bottom of are arranged on top of them. A inside the pan is stirred in blender and is used as a base when serving

#### LAMB SHANK (4 portions)

#### Ingredients:

6 lamb's shank, 500 gr dried prunes 15 long eggplants,150 gr raw hazelnuts (or, walnuts), 2 onions milk (the quantity is adjusted according to the texture of the white sauce) 150 gr butter nutmeg rosemary 3 tablespoon flour

#### Method:

Shanks are sautéed in a pan with onion, garlic, celery, and leeks, then tomato paste and water are added to the pan and cooked for 2.5 hours. Shanks are then sieved, and boned after it cools down. The meat is cut into small pieces. The remaining broth is simmered at low heat until it gets thicker and made into a lamb sauce. Lamb meat pieces are stirred on a non-frying pan with butter, lamb sauce, raw hazelnuts, and

oregano and then put in round molds. It is served after furnished with mashed prune spread.

#### **Mashed Prune:**

Dried prunes are boiled in water, stoned, and then mashed in blender. It is spread over the meat that is put in round molds.

#### **Mashed Eggplants:**

Roasted eggplants are skinned, cleaned from seeds, and then are sieved. In a pan, flour is added to melting butter and is stirred until it gets a brown color. Milk is added to the pan to make a white sauce, and the mashed eggplant is added when the sauce gains consistency. Finally, nutmeg powder, salt, and black pepper is added to the sauce.



#### **PUFF PASTRY WITH MEAT (4 portions)**



Ingredients:

Lamb (diced) 160 gr Onion 100 gr **Green Peas** 50 gr 20 gr Butter

Salt and Pepper

Garnish

Common Sorrel 2 bags

**Puff Pastry** 400 gr

#### Method:

Chopped cooking onions are sautéed in a pan with butter until brown. Lamb meat is added to the pan and stirred

until the meat is cooked, and then boiled green peas is added with salt and pepper and left aside to cool. Puff pastry is spread at a thickness of 3 cm and is carved in two different sizes with the help of a bowl or a cup. The small size pastry is covered over with lamb mixture and then the larger piece of puff pastry is placed on top. The top layer of the pastry is cut using a small knife, spread with yolk, and the stuffed pastry is baked for 10 minutes in an oven preheated to 180 degrees centigrade. Sorrel leaves are sautéed with a little of butter and served as garnish on a plate next to the puff pastry with meat.



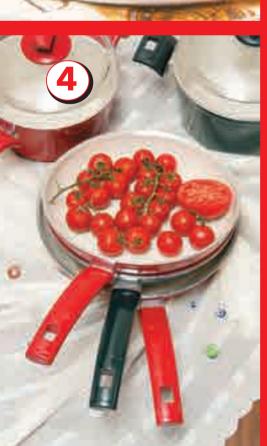


TURKISH KITCHEN SECTOR IS CONTINUING TO GROW. SECTOR REPRESENTATIVES ARE INCREASINGLY PLACING MORE EMPHASIS ON R&D, AND INCREASING THEIR COOPERATION WITH INDUSTRIAL DESIGNERS. THIS BRINGS NEW, COLORFUL, FUNCTIONAL AND ERGONOMIC PRODUCTS TO TURKISH KITCHEN AS WELL AS TO THE WORLD KITCHEN. ON OUR STYLING PAGES, WE BROUGHT TOGETHER VARIOUS PRODUCTS, FROM POTS AND PANS TO CONTAINERS, FROM TEA MAKERS TO BARBECUES AND DISH DRAINERS.

## kitche n

# Style









- 2. Cutlery set: Narin Metal
- 3. Pressure cooker: Hascevher
  - 4. Ceramic pans: Esse
- 5. Plastic container: Lux Plastic
- 6. Microwave lid: Titiz Plastik











1. Wide stock pot: Essenso

2. Toester: Mehtap

3. Heat-resistant pan: Güral Porselen

4. Grater: Bager Plastik

5. Container: Lux Plastic











Appetizer dish

Akyüz Plastik





Wood-looking plastic containers **Evelin** 







Glass tea urn
Essenso





Scoop set **Ekber** 

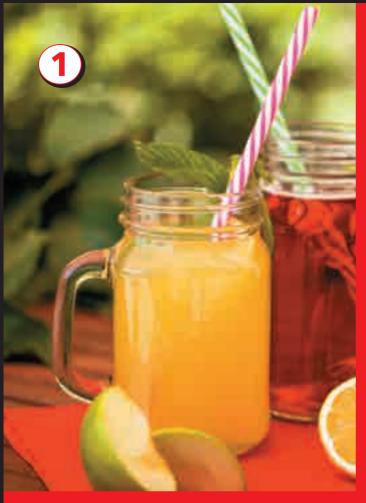
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- 1. Chafing dish with electric: Ekber
  - 2. Practical barbecue: Aniva
  - 3. Ceraflame saucepan: Emsan
  - 4. Courtesy tray: Narin Metal





1. Jars: Tantitoni
 2. Knife: Ekber, Cutting board: Lux Plastic



3. Tableware: Obje Plastik
4. Picnic jar set: Bager Plastik





## kitchen uge



"We want our exports to reach 60 percent level within our total sales and the recognition of our brand increase each day" says LAVA Metal General Manager Reyhan Ekşi. Here are the answers of Reyhan Ekşi to the questions of Turkish Kitchenware.

#### CAN YOU GIVE US SOME INFORMATION ABOUT THE RECENT WORKS OF YOUR COMPANY?

LAVA Metal joined the world of kitchenware in early 2012. It was previously using its production capacity for the manufacturing of the cast pieces for grills on top of ovens and for the automotive industry. We have continuously identified the global trends during this term we joined the domestic and international trade fairs with our technical and R&D team and monitored the trendy topics. And consequently, we have doubled our production capacity in the last two years and we have seized the industry leadership in the production of enamel and cast cookers thanks to both our licensed plant and our modern oven-drying unit. We have introduced 350 different cast products both to the liking of the end users and under HoREca series. Today, Turkish consumers can easily access products under Lava product kitchen which are suitable for all budgets and tastes with prices ranging in between 39 and 269 TL. We have increased our exports by 150 percent extending the number of our export destinations to 63.

#### REYHAN EKŞİ LAVA METAL GENERAL MANAGER

## "TRADE FAIRS AND OTHER PARTICIPATIONS ARE VERY EFFECTIVE"

"AT LAVA, WE PARTICIPATE DIRECTLY TO AT LEAST 6 INTERNATIONAL TRADE FAIRS AND AT LEAST 5 DOMESTIC TRADE FAIRS EACH YEAR. WE ORGANIZE PRESENTATIONS AND SHORT EVENTS. HENCE, WE BENEFIT FROM THE KITCHEN CHEFS IN TERMS OF THEIR IDEAS AND COMPLETE OUR SHORTAGES BY FOUNDING CLOSE CONTACTS WITH THE CUSTOMERS.



WHICH NOVELTIES HAVE YOU
INTRODUCED TO YOUR CONSUMERS IN
YOUR PRODUCT PORTFOLIO THIS YEAR?
HOW WAS THE CONSUMERS' INTEREST
FOR THESE PRODUCTS?

We started our works for new products at the end of 2013. In addition to the standard products of LAVA kitchen, we also designed specific products for hotels, restaurants and cafes which we named as HoREca.

We started producing solutions to the restaurants by using the woodwork, glass and porcelain accessories with the slogan of "it keeps hot what is hot and



cold what is cold" benefiting from the characteristic of the casting.

DO YOU JOIN THE TRADE FAIRS? WHAT ARE YOU CURRENTLY WORKING ON FOR THE FUTURE FAIRS?

At LAVA, we participate directly to at least 6 international trade fairs and at least 5 domestic trade fairs each year. We organize presentations and short events. Hence, we benefit from the kitchen chefs in terms of their ideas and complete our shortages by founding close contacts with the customers.

What kind of benefits do you think these trade fairs will offer to the companies engaged in non-home consumer category in Turkey?

I think these trade fairs will contribute greatly to the non-home consumer group. They are very effective because they give the company the chance of exhibiting and explaining the novelties in their portfolio and having a direct contact with the customers.

#### CAN YOU TELL US ABOUT YOUR PLANS AND TARGETS FOR THE NEXT PERIOD?

At LAVA, our target has always been to develop the existing product portfolio and to provide products both to the end users and to the wholesalers. We want our exports reach 60 percent level within our total sales and the recognition of our brand increase each day.



# kitchen



ERHAN SARICA
THE OWNER OF SARICA SOBA

# "WE EXPORT OUR PRODUCTS SINCE 1997"

"WE DELIVER OUR PRODUCTS TO SOME OF OUR EXPORT MARKETS, AND TO OTHERS ON RE-EXPORT BASIS. THE COUNTRIES WHERE OUR PRODUCTS ARE USED INCLUDE GERMANY, THE NETHERLANDS, GREECE, MACEDONIA, KOSOVO, BULGARIA, AFGHANISTAN AND TAJIKISTAN."

rhan Sarica said the company's plans for 2014 include making efforts to find new markets and to develop new products. Erhan Sarica responded the questions of Turkish Kitchenware.

FOR HOW MANY YEARS ARE YOU OPERATING IN THIS SECTOR?
COULD YOU PLEASE GIVE US SOME INFORMATION ON THE ESTABLISHMENT OF YOUR COMPANY?

We are a solid fuel-burning heater company whose foundation was laid in 1951. The initial steps of our business were taken by our late father İhsan Sarıca at a time when the demands were barely met given the limited technical capabilities.

What do you think about the current situation of the sector? What are your expectations for the sector the next decade?

Our industry is very advanced and developed at the moment with the machinery and moulding technologies. Now, various and enriched products can be produced rapidly in higher amounts.

However, we believe we are heading towards a period in which we will have to produce more diverse and new products and to explore new markets. We have to think about the potential future extent of the competition 10 years later given the fact that the time when the domestic market was sufficient by itself was 15 or 20 years ago.

How do you create new designs?
Do you have an R&D department?

We create new designs in line with the demands coming from the market.

DO YOU EXPORT YOUR PRODUCTS AND WHAT COUNTRIES ARE THERE IN YOUR PORTFOLIO? COULD YOU GIVE US INFORMATION ON THE EXPORT FIGURES?

We export our products since 1997. We deliver our products to some of our export markets, and to others on re-export basis. The countries where our products are used include Germany, the Netherlands, Greece, Macedonia, Kosovo, Bulgaria, Afghanistan, and Tajikistan.

COULD YOU GIVE US SOME INFORMATION ON YOUR PRODUCT RANGE? ESPECIALLY ON THE HEATERS WITH STOVE...

Our products are basically divided into two categories, namely the stoves and heaters. Our heaters with stoves consist a product group preferred by those people who want heating and cooking together, which receives an increasing demand in the domestic market especially given the high prices of bottled gas. The main reason of its preference is its functionality and costefficiency. Almost 100 percent of our exports is consisted of heaters with stove in terms of units. Many people prefer to cook in coal heat because of its taste.

WHAT ARE INCLUDED IN YOUR 2014 PLANS?

Finding new markets and developing new products...







TEKNO-TEL KROM EV ÜRÜNLERİ INTERNATIONAL SALES DIRECTOR

# COPE IS ALWAIS GON

**MAIN MARKET"** 

"WE ARE CURRENTLY EXPORTING TO 46 COUNTRIES. THE NUMBER OF COUNTRIES WE EXPORT TO INCREASED 35 PERCENT SINCE LAST YEAR. WE CAN LIST MANY COUNTRIES FROM SOUTH AMERICA TO FAR EAST ASIA, YET EUROPE HAS ALWAYS BEEN OUR MAIN MARKET."

ekno-tel International Sales
Director Ersin Baltalı remarked
that they are also producing
paint coated versions of their products
and in this way, they are able to appeal
to different markets with different
presentations as well. Baltalı responded
Kitchenware's questions.

FOR HOW MANY YEARS HAS THE COMPANY BEEN OPERATING IN THE FERROUS AND NON-FERROUS METAL SECTOR? CAN YOU TELL US A LITTLE ABOUT THE EARLY DAYS OF THE COMPANY?

Our company is managed by the second generation now and has operated in this sector for almost 20 years. Our company Yavuz Pres Metal Sanayi was established many years ago for manufacturing for the subindustry and it is now manufacturing for the house appliances sector with the brand "Tekno-tel" for 13 years, under the name Teknotel Krom Ev Ürünleri. Yet, our first generation sub-industry operation is still continuing. At first we were producing a wide range of products from bicycle saddle to bicycle wire wheel parts, from stove to furnace wires. Today, our Yavuz Pres company as well is capable of responding to the wire demand of famous brands in large

emand of famous brands in large

quantities just like our Teknotel Krom Ev Ürünleri company. You can see our name on the wire components in many markets around Turkey.

# CAN YOU TELL US ABOUT PRODUCTION CAPACITY AND BUSINESS VOLUME?

We have increased our market share every year and advanced in production, storage, and packaging. We achieved an increase of over 50 percent in export since last year. This brought the need to increase supply along with it. Our company increased its storage and packaging area with an addition of 3,250 square meters and became capable of responding to demand faster and in a more controlled manner. Our company is currently producing more than 4,000 tons of wire per year, operating almost to its full capacity.

#### How do you create new designs? Do you have an R&D department?

We have an in-house designer team and an R&D department that works in harmony with it. We are continuing with our policy of adding two new



products to our product range every month. Last year, we introduced 50 new products to our product range, and together with the color range, we are talking about a product range that includes more than 90 products. The contribution of the production of new products and developing new ideas is measurable and it is encouraging. This shows us that the design and R&D investments were justified.

# Do you export and which are your markets?

We are currently exporting to 46 countries. The number of countries we export to increased by 35 percent compared to last year. We can list many countries from South America to Far East Asia, yet Europe has always been our main market.

# CAN YOU TELL US ABOUT YOUR PRODUCT RANGE?

We have a wide product range from chrome dish drainers to kitchen organizers, from bathroom accessories to baskets. Moreover, we can offer our products in antique, yellow or black coat, as well as in gray or white paint. In this way, we are able to appeal to different markets with different presentations as well.

# WHAT IS INCLUDED IN YOUR PLANS FOR 2014 AND BEYOND?

In 2015, we are planning to increase our export by 30 percent by means of expanding our customer portfolio, attending new fairs, and be able to export to 60 countries.



# ILKER ŞENYUVA ENART SALES DIRECTOR

# ANIMPORTANT ROLE IN THE DEVELOPMENT OF OUR COMPANY"

"FOR ABOUT 10 YEARS, WE HAVE BEEN PARTICIPATING IN ALL MAJOR FAIRS OF OUR INDUSTRY. TRADE FAIRS HAVE PLAYED A VERY IMPORTANT ROLE IN THE DEVELOPMENT OF OUR COMPANY."

Parat Import-Export Director İlker Şenyuva says they have sales to the domestic market, and they export all of their products to other countries including predominantly the European countries.

FOR HOW MANY YEARS HAVE YOU BEEN IN THIS INDUSTRY? CAN YOU SHORTLY TELL US ABOUT THE FOUNDATION PROCESS OF YOUR COMPANY?

Our company has been active in its industry for about 40 years. It addressed entirely the domestic market in the early years of its establishment while it gradually headed to the export markets in line with its growing export potential from the early 2000s on, and it has been working totally with the international markets for the last 4 years.

CAN YOU GIVE US SOME INFORMATION ABOUT YOUR PRODUCTION FIGURES AND BUSINESS VOLUME?

Our monthly production capacity is about 20-25 trucks/containers, and this



can only satisfy the current demand. Our investment in technology will continue in the next period in order to increase our capacity. Our production is totally based on orders, and we do not keep stocks.

#### How do you create new designs? Do you have an R&D department?

We create our new product in line with our international market research, our observations during the customer visits and the requests from our customers. R&D process is vital for the growing companies like us and our position in the market is getting stronger thanks to the products we develop accordingly.

Do you have exports and which countries are included to your portfolio? Can you give us some information about your export figures?

We export all of our products. We have no domestic sales. We deliver our products to about 30 countries worldwide, but European countries have the main weight in our export markets.

# What type of returns do you have from the fairs you participate?

For about 10 years, we have been participating in all major fairs of our industry. Trade fairs have played a very important role in the development of our company. There, we can introduce our products to the visitors from



different countries, and we increase the quality and variety of our products based on their comments. This gives us the capacity to keep pace with the developments and innovations in our industry.

# CAN YOU MENTION YOUR PRODUCT RANGE?

Our products include traditional cooker sets as well as other products that address the taste and cuisines of our customers from different countries. Thanks to the broad color and design range of our products, we can offer very different combinations to our customers.

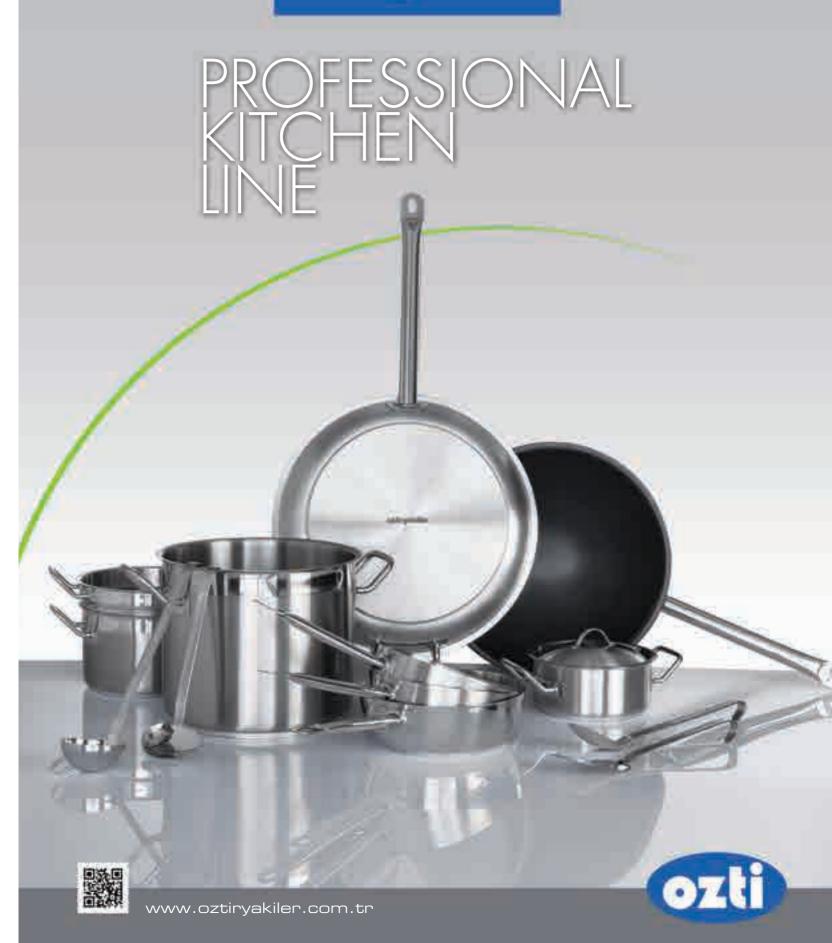
#### Do you have dealers abroad?

Although we have a couple of dealers in Africa and the Middle East, we find it more appropriate to work with the chain stores in Europe and the United States.

#### What are your 2014 plans?

We are planning to start production in the non-stick group in order to increase our product variety.

# öztiryakiler





# OĞUZHAN DURMUŞ

GENERAL MANAGER OF TİTİZ PLASTİK DIŞ TİC. VE SAN. LTD. ŞTİ.

# WE ARE INVESTING HEAVILY IN PRODUCTS AND MACHINERY"

"WE HAVE INVESTED HEAVILY IN NEW CNC MACHINERY AND IN QUALIFIED HUMAN RESOURCES IN OUR UNIT OF MOLD DESIGN AND MOLD PRODUCTION IN ORDER TO CONTINUE EXPANDING OUR PRODUCT RANGE IN 2014. WE ARE CARRYING OUT TRAINING PROGRAMS WITH THE AIM OF IMPROVING THE SKILL LEVEL OF OUR EMPLOYEES SO THAT WE CAN ADJUST BETTER TO THE COMPETITIVE ENVIRONMENT WITHIN THE COUNTRY AND ABROAD."

itiz Plastik Dış Tic. ve San. Ltd. Şti General Manager Oğuzhan Durmuş said that they are developing products that are able to respond to the need for new products in the market. Thanks to their R&D department, and that the company is implementing aesthetics and ease of use in their products: "We are continuing on with our search beyond needs and expectations of the customers, and with our efforts to become a global brand."

## CAN YOU INTRODUCE US THE BRAND TİTİZ PLASTİK? WHEN WAS THE COMPANY ESTABLISHED AND WHAT WHERE THE MAJOR MILESTONES?

Titiz Plastik was founded as a small workshop by Ahmet Durmuş in 1984. In 1998, it moved to its facilities in Hadımköy, with a 10,000 square meters of indoor area, after commencing the



www.titizplastik.com

transition to a corporate structure in 1993. We have TSE (Turkish Standards Institution) and ISO 9000 certificates. We entered foreign markets and as of today, we are exporting to almost 70 countries. In this sense, we are actively operating in expanding the superiority of quality of our country in this sector to the world.

# CAN YOU TELL US ABOUT YOUR PRODUCT CONCEPT AND PRODUCTION CAPACITY?

Our company manufactures cleaning products that are used indoors and outdoors, as well as plastic goods that are used in kitchens. Our production capacity is met by plastic injection machinery with

capacities ranging from 100 tons to 750 tons, brush manufacturing machinery that manufactures various types of brush, and mass production assembly line.

WHY SHOULD CUSTOMERS PREFER
Titiz products? What are your
features that distinguish you
from your competitors?

Our products are preferred for their durability, subtle and appealing details in the product designs, our constant new designs and variety.

# How do you see the present day and the future of the sector?

The sector is continuing to grow as a result of the development of Turkey, and it is going to continue to grow. Yet, we have seen opportunities abroad and we are continuing to use them. Furthermore, we are proud of promoting our brand and the quality awareness of our country in many countries.

# CAN YOU INFORM US ABOUT YOUR EXPORT POTENTIALS?

Currently, we export 40 percent of our total production. While our domestic sales continue to increase, we hope that our export sales will increase in proportion to our production.

# Can you tell us about your R&D activities?

Our in-house R&D department develops new products which are capable of responding to the need for new products in the market, as well as implementing aesthetics and ease of use in our products. We continue with our search beyond the needs and expectations of customers, and with our efforts to become a global brand.

#### CAN YOU TELL US ABOUT YOUR GOALS AND PLANS FOR THE SECOND HALF OF 2014?

We have invested heavily in new CNC machinery and in qualified human resources in our unit of mold design and mold production in order to continue expanding our product range in 2014. We are carrying out training programs with the aim of improving the skill level of our employees so that we can adjust better to the competitive environment within the country and abroad.

# MEHMET BAYRAKTAR

OWNER OF THE BAYRAKTAR KITCHENWARE

# "TURKEY MANUFACTURES

# KITCHENWARE FOR A LOT OF EUROPEAN COUNTRIES"

"TODAY, OUR SECTOR FOLLOWS THE DEVELOPMENTS IN THE WORLD VERY CLOSELY. WE HAVE SUBSTANTIALLY REACHED THE STANDARDS THAT ENABLE US TO COMPETE IN THE WORLD. THE KITCHENWARE OF A LOT OF EUROPEAN COUNTRIES ARE PRODUCED IN OUR COUNTRY. WE NEED TO BECOME FASTER AND STRONGER IN DESIGN AND BRANDING. IN TERMS OF TECHNOLOGICAL DEVELOPMENTS, WE CAN SAY THAT WE ARE UNDERTAKING SERIOUS WORKS."

e interviewed with Mehmet Bayraktar for Turkish Kitchenware. Bayraktar said that the company has been a part of metalware industry for 65 years and has recently concentrated its efforts on R&D.

#### FOR HOW LONG HAS YOUR COMPANY BEEN OPERATING IN THIS SECTOR? CAN YOU TELL US ABOUT ITS EARLY FOUNDING YEARS?

Our company has been operating in this sector for 65 years. Presently, the 3rd generation manages the company. Our company is a family business that manufactures, markets and exports. Family elders began to operate in the profession as coppersmiths and tinsmiths in the 1950s, and later, between 1980 – 1990, the company operated in enamel kitchenware. We continue this process by having included aluminum, glass and recently stainless steel.

# WHAT CAN YOU SAY ABOUT THE ACHIEVEMENTS OF THE SECTOR?

Our sector follows the developments in the world very closely. We have substantially reached the standards that enable us to compete in the world. The kitchenware of a lot of European countries are produced in our country. We need to become faster and stronger in the areas of design and branding. In terms of technological developments, we can say that we are undertaking serious works.

#### What are your projections about the situation of the sector in the next decade?

Our sector is capable of achieving crucial steps in the next decade with systematic efforts and programs that can be carried with our state, our Ministry of Defense, our Chambers of Industry and Commerce, and our Ministry of Education. Substantial production stages can be realized both for the international and internal markets by taking some steps with regard to the areas of infrastructure and qualified employees.

# CAN YOU INFORM US ABOUT YOUR PRODUCTION FIGURES AND BUSINESS

In the last couple of years, we began to give weight to products that are intended for the internal market. We have a handicap in exports due to the inadequacy of our product range, yet, we currently focus on various R&D works in order to carry out production for export in the upcoming years.

# CAN YOU TELL US ABOUT THE INVESTMENTS THE COMPANY REALIZED IN 2013?

Our export fails to meet our expectations, yet, we believe that we will be in a better position with respect to our exports after 2015, by making some innovations in our product range, with our R&D works and investments.



# CAN YOU TELL US ABOUT YOUR PRODUCT GROUPS?

We manufacture and market steel kitchenware, kitchenware that are used in preparing hot and cold food and beverages, small kitchen appliances, pots and pans that are used in the industrial kitchens, cooking ovens, kitchen counters and cabinets, hot and cold transporting containers, and refrigerators.





# **METIN SÜREL**

CHAIR OF THE BOARD OF DIRECTORS OF ATA DÖKÜM SANAYI VE TİCARET AŞ

# "DESIGNS OF ALL OUR PRODUCTS ARE REGISTERED"

etin Sürel, Chair of the Board of Directors at Ata Döküm Sanayi ve Ticaret AŞ, answered the questions of Turkish Kitchenware. Sürel remarked that they are exporting to countries including the Netherlands, Italy, Bosnia and Herzegovina, Albania, Lebanon, Hungary, Afghanistan, Austria.

FOR HOW LONG HAS THE COMPANY BEEN OPERATING IN THIS SECTOR? CAN YOU TELL US BRIEFLY ABOUT THE EARLY FOUNDING YEARS OF THE COMPANY?

We established Süsler in 1946. We began with producing stoves burning solid fuels. We continued with producing stoves burning solid fuels and cast iron until 1989. In 1989, we produced the first LPG fired radiant heater in Turkey. We began to produce domestic appliances in 1996. We have been very successful in that field. We transferred all our shares to the Italian Candy Group in 2007. The same year, we founded Sürel Eğitim Öğretim Hizmetleri AŞ and thus entered into the education sector. In 2008, we began to run TED Eskişehir College. Again in 2008, we bought ESYEM factory that was established in Eskisehir and entered into the food and feed sector. In 2008, we established Ata Döküm AŞ, and we began to produce cast iron griddle in 2009. We added stove burning solid fuels in 2010, enamel and ceramic glazed cast iron pots and pans to our product range. We included electric storage water heaters and electric stoves to our production in 2013 and we are planning to increase our production and revenues.

CAN YOU INFORM US ABOUT YOUR PRODUCTION FIGURES AND BUSINESS VOLUME?

We produced about 500,000 enameled cast iron griddles, 45,000 pans, 25,000 stoves burning solid fuels at our facilities



"WE HAVE AN R&D DEPARTMENT AT ATA DÖKÜM. WE PRODUCED ABOUT 500,000 ENAMELED CAST IRON GRIDDLES, 45,000 PANS, 25,000 STOVES BURNING SOLID FUELS AT OUR FACILITIES AND OFFERED FOR SALE IN 2013. EVEN THOUGH WE BEGAN TO PRODUCE ELECTRIC STORAGE WATER HEATERS AND ELECTRIC STOVES ONLY IN 2013 NOVEMBER, WE MANAGED TO ATTAIN SOME SALE POINTS. ALL OUR PRODUCTS' DESIGNS ARE REGISTERED."



and offered for sale in 2013. Even though we began to produce electric storage water heaters and electric stoves only in 2013 November, we managed to attain some sale points.

# How do you create new designs? Do you have an R&D department?

Yes. We have an R&D department and the designs of our products are registered.

# CAN YOU TELL US ABOUT THE INVESTMENTS YOU MADE IN 2013? WHAT ARE YOUR PLANS FOR 2014?

We began to manufacture electric storage water heaters and electric stoves after building an additional facility at our 3,000 square meter factory. Automatic sand preparation unit was included to our facilities as well. Our new cast iron pot and pan models were put on sale. We want to expand our product range and introduce new products into market in 2014.

# Are you exporting? Which countries does your portfolio include? Can you inform us about your export figures?

We achieved 856,000 dolar in exports in 2013. We are exporting to countries such as the Netherlands, Italy, Bosnia and Herzegovina, Albania, Lebanon, Hungary, Afghanistan, Austria.

# CAN YOU TELL US ABOUT YOUR PRODUCT RANGE?

Stove burning solid fuels, enameled cast iron griddle, cast iron pots and pans (ceramic and enamel glazed), cast iron, bearing cage...

#### Do you have distributors abroad?

Not yet. We are doing preliminary work for that. We will establish distributors abroad as we increase the recognition of our products.

# CEVAT BOZTEPE OWNER OF KARMEN MUTFAK

# "OUR MAJOR PLAN FOR 2014 AND AFTER IS TO ATTEND TO MORE

# FAIRS ABROAD"





evat Boztepe, owner of Karmen Mutfak, answered the questions of Turkish Kitchenware. The company is exporting mainly to Armenia, ex-Yugoslavia countries, Iraq, and Egypt.

FOR HOW LONG HAVE YOU BEEN PRESENT IN THE SECTOR? CAN YOU TELL US BRIEFLY ABOUT THE EARLY FOUNDING YEARS OF THE COMPANY?

We have been in the kitchenware sector for 40 years. As a family company, it started with my father Ali Cevat Boztepe, at first producing kitchen utensils made of copper at a small workshop and then of aluminum, and now as the second generation, we are moving ahead producing utensils made of stainless steel.

# What can you tell us about the position of the sector as of today?

Unfortunately, I cannot say very good things. There is more production than demand. I can say that there is excessive and unfair competition.

CEVAT BOZTEPE SAYS THAT THE
COMPANY HAS BEEN OPERATING
IN THE KITCHENWARE SECTOR
FOR 40 YEARS AND SAID THAT
THEIR PLANS FOR 2014 AND
AFTER INCLUDE COMPLETING
THE AUTOMATION VENTURE
THEY HAVE COMMENCED
IN MANUFACTURING AND
ATTENDING MORE FAIRS
ABROAD

WHAT ARE YOUR PROJECTIONS FOR THE CONDITION OF THE SECTOR FOR THE COMING DECADE?

I predict that there will be an environment in which the medium sized manufacturers are decreased in number or completely disappeared, and only the institutionalized companies are left standing.

CAN YOU INFORM US ABOUT THE PRODUCTION FIGURES AND BUSINESS VOLUME OF THE COMPANY?

We are producing 40,000 products in average per month.

How do you develop your new designs? Do you have an R&D department?

We could not establish an R&D department yet even though we very much want to. We develop new designs by getting help from the outside, that is, by working with industrial designers.

CAN YOU TELL US ABOUT THE INVESTMENTS THAT THE COMPANY MADE IN 2013?

Our only investment in 2013 was in automation. We achieved the manufacturing



ww.karmenmutfak.com

and assembling of our current products, and turned into a production that is based on machinery and not on human labor.

DO YOU EXPORT YOUR PRODUCTS?
WHICH COUNTRIES ARE THERE ON YOUR
PORTFOLIO? CAN YOU TELL US ABOUT
YOUR EXPORT FIGURES?

The company is exporting mainly to Armenia, ex-Yugoslavia countries, Iraq, and Egypt.

What kind of feedback do you receive from the fairs you attend?

Feedbacks from fairs are generally positive. Even though we don't achieve the figures we aimed at in the short-term, we receive positive feedbacks from fairs that we attend again and those we follow after.

CAN YOU TELL US ABOUT YOUR PRODUCT RANGE?

The main group of our products is coffeepot, which is our first and main product, containers, baking trays, tea sets, lunch box, transport containers.

What is included in your plans for 2014?

Our major plan for 2014 is to attend to more fairs abroad. With regard to production, we plan to complete the automation venture we commenced in 2013



# "EFFICIENCY LIES AT THE BASIS



OF OUR
DESIGNS"

"WE ARE CREATING PRODUCTS FOR THE NEW SEASON BY OBSERVING THE DEMAND AND EXPECTATIONS IN THE MARKET. EFFICIENCY LIES AT THE BASIS OF OUR DESIGNS. IT IS IMPORTANT FOR US THAT OUR PRODUCTION IS EFFICIENT AND THAT THE END USER CAN USE ERGONOMIC PRODUCTS. WE DO NOT DISREGARD EXPECTATIONS REGARDING AESTHETICS. THE SATISFACTION OF OUR CUSTOMERS WHO USE OUR PRODUCTS MOTIVATES US."

he name
"Kumtel" was
made up of the
first syllables of
the words for pay
phone in Turkish
[kumbaralı
telefon]. Since
coin-operated

telephones were widespread at the time the company was established and the company was the sole trade in pay phone production in Turkey, these increased its brand recognition. The investments made in R&D, having expanded its product range in three main product groups, heaters, cooking appliances, and air coolers, have been the main factors for Kumtel in solidifying its position within the sector. Münir Öztaş told Turkish Kitchenware about the evolution of Kumtel.

# Can you briefly tell us about the early years of Kumtel?

We began manufacturing in 1972. Kumtel began with producing pay phones, and then produced carpet



MÜNİR ÖZTAŞ

KUMTEL

MARKETING MANAGER

sweepers, and stoves with ceramic stones. In the following years, it dominated the sector for many years producing rotary dial telephones, heaters, and small electric ovens. The company arrived today after creating the Luxell brand in the 1990s and expanding its product range.

HOW DID YOU CREATE THE BRAND KUMTEL AND ACHIEVED ITS BRAND RECOGNITION? WHAT KIND OF INVESTMENTS DID YOU MAKE FOR BRANDING?

The name "Kumtel" was made up

# **B**rand history



of the first syllables of the words pay phone in Turkish [kumbaralı telefon], Since coin-operated telephones were widespread at the time the company was established and the company was the sole trade in pay phone production in Turkey, these increased its brand recognition. The investments made in service network, prevalence in the domestic and foreign markets, investments made in R&D, having expanded the product range, more efficient use of print and visual media in recent years resulted in its expansion in the domestic and foreign markets and increased its recognition.

# HOW DO YOU COOPERATE WITH LOCAL OR FOREIGN DESIGNERS WHEN YOU DEVELOP YOUR PRODUCTS?

We are working with local designers who have many years of experience in the sector. We take care to follow closely the innovations in the domestic and foreign markets. We take into account the requests coming from our customers all around the world and especially in Turkey. The richness of Turkish cuisine is an inspiration for our products and enables us to create products that are enjoyed in many different geographical regions around the world.

#### HOW DO YOU CREATE PRODUCTS FOR THE NEW SEASON? WHAT ARE THE INSPIRATIONS FOR DETAILS AND LINES IN YOUR DESIGNS, IN CREATING CONCEPTS?

We are creating products for the new season by observing the demand and



expectations in the market. Efficiency lies at the basis of our designs. It is important for us that our production is efficient and that the end user can use ergonomic products. We do not disregard expectations regarding aesthetics. The satisfaction of our customers who use our products motivates us.

CAN YOU INFORM US ABOUT THE WEIGHT OF KUMTEL WITHIN THE SECTOR, AND THE RATIO OF PRODUCTION THAT IS SEND TO DOMESTIC AND FOREIGN MARKETS?

Kumtel has a strong position within the sector with the products it manufactures. We are exporting a large portion of our products, yet, domestic market is indispensable for Kumtel.

#### Do you have distributors abroad?

We have distributors abroad. We have distributors in the European countries, Balkans, Arabian Peninsula, Americas and Africa, and we export to 120 countries.

# WHAT FEEDBACKS DO YOU RECEIVE FROM THE FAIRS YOU ATTEND TO?

We are receiving very positive feedback from all the fairs. We are expanding our customer portfolio by adding new customers in the fairs we attend within the country as well as abroad.

# CAN YOU INFORM US BRIEFLY ABOUT YOUR PRODUCT RANGE?

We have products in 3 groups: heaters, cooking appliances, and air coolers.

The heater types are: infrared, quarts, fan heater, convector heater, carbon

filament heater. Cooking appliances are: small electric ovens, regular size ovens, countertop ovens, built-in ovens, hotplate ovens. Air coolers: we have a range of ventilators.

# What are your plans for the years ahead?

Kumtel is aiming at having a more active position in the sector by growing continuously, being competitive within the domestic and foreign markets, and increasing its market share.





# BASKETRY

# TREE BRANCHES TURNED INTO ART







BASKETS ARE MADE OF BRANCHES OF MANY TREES BUT MAINLY THE HAZELNUT TREE IS USED. STAYED ALIVE WITH THE KNOW-HOW TRANSFER FROM FATHERS TO SONS, THE BASKETRY CAN ALSO BE NAMED AS ART. THE BASKETS PRODUCED IN VARIOUS SIZES IN TURKEY, MAINLY IN THE BLACK SEA AND THE AEGEAN REGIONS, CONTINUES TO BE A PART OF OUR DAILY LIVES IN HOUSES, BEACHES AND FLORISTS.

ksaray, Bolu, Kocaeli, Osmaniye, Rize, Sakarya, and Tokat come to forefront in the basketry. In the past, the basketry used to address the need to carry the products in agriculture, vine cultivation and aquaculture as well as handmade items, however this art began to retreat with the development of wood and card box packaging. The masters of this craft say the most appropriate material for basket weaving is the hazelnut tree.

Preparations before the start of basket weaving are very important. The basket weaved by using the best materials are enduring and long-lasting.

Willow is used in the weaving of the baskets produced in Kastamonu, while hazelnut branches are preferred for the baskets in Daday and Araç counties. These baskets, known as Kastamonu Basket, are manufactured by hand wavering after the thin willow branches are prepared through special processing. There is another type, which is hand-weaved in various shapes according to the utilization function after green branches of hazelnut tree are turned into thin and narrow bars with special tools. These baskets are named by people in line with their utilization purpose.

As a result of the mountainous and rough geographical structure of Rize, transportation is mainly made by manpower. Basketry, the traditional handcraft that is present in the region for years due to its geographical structure, still exists. The baskets used and manufactured in this region are designed according to the products that will be carried and therefore, the designs vary. The fruit baskets are thin, long and in cone-shape and are used to carry grapes. The tea baskets mainly have two legs, its body widens towards its entrance and they are hanged on the back with the strings attached to the legs. Baskets without legs usually have broad handlers.

## KARAMÜRSEL BASKET IS FAMOUS WITH ITS SMALL SIZE

Karamürsel is another region, which is famous with its baskets. This basket type, known as Karamürsel Basket, draws attention with its small size. The most important characteristic of the Karamürsel Basket is its ability to carry fresh fruits picked from trees to the





containers without giving any harm. It became famous after the Ottoman Sultan Abdulazez visited the hunting lodge in Hereke. The Karamürsel notables who heard that the Sultan's visit to Hereke decided to present him a gift. They chose to present cherry to him since it was summer. They put the cherries which were picked with care are put in a basket and travelled to Hereke with boat. They were admitted by the Sultan to present their gift. Abdulazez laid his eyes on the basket with scorn and surprise after seeing this different and simple gift. However, he couldn't keep himself to be curious about its content. He ordered for a silver tray and emptied the cherries on it. When the tray was not sufficient for the cherries, he

murmured in surprise: "We thought the basket was small but couldn't fit its content on the tray".

# WHICH TREES ARE USED?

Grass, bamboo, cornstalk, reed, straw as well as scapes of blackberry, raffia, and other plants alongside canes and tree spines such as withy, chestnut, hazelnut and black maple. The organic tea agriculture recently launched in Rize increases the importance of baskets. Baskets are preferred as the sacks used today to carry tea organic tea transportation.



#### **HOW IS IT MADE?**

The baskets are made by using thin shoots of the trees and scape of plants that are not lignified. There are many types of basket weaving. Two of these are considered as the basic basket weaving techniques. First one is stitching the cylinder folds that are made of single fiber on each other. The second one is cage or prepared weaving. The simplest weaving is made like this in short: The tree branches are cut long ways with a tool called splitting iron. Then the branches are cut with chipping hammer and turned into flat sheets. These sheets are weaved with one on the top and the other on above by putting bars that are not chapped between the flat sheets.





THE HONG KONG HOUSEWARE 2014 FAIR, WHICH WAS ORGANIZED FOR THE 27TH TIME FROM APRIL 20 TO APRIL 23, 2014, ATTRACTED MORE THAN 2,000 COMPANIES FROM 30 COUNTRIES. MORE THAN 27,000 BUYERS FROM 130 COUNTRIES VISITED THE FAIR. NINETEEN COMPANIES FROM TURKEY ATTENDED THE FAIR, 10TH EVENT IN WHICH IMMIB ORGANIZED A NATIONAL

ineteen companies participated in the Hong Kong Houseware Fair, in which İMMİB organized a national participation organization for the 10th time from April 20 to April 23, 2014. National participation booths with a total size of 426 square meters were installed right in front of the 3B Hall where there was a busy visitor traffic. Household and bathroom goods made of plastic and metal, cooking equipment made of stainless steel, casting and aluminum and glass souvenirs are presented at the national participation booths. Five more Turkish companies also individually participated in the fair alongside the national participation.

Information on the Turkish companies that are attended the fair, other exporters operating in this industry

PARTICIPATION ORGANIZATION.

and the sector were provided to the visitors at the İMMİB's Info booth. Free gifts of bags and pens with the "Made in Turkey" concept were distributed to the visitors of the fair.

More than 2,000 companies from 30 countries attended the 27th Hong Kong Houseware 2014 fair. More than 127,000 buyers from 130 countries visited the fair.

It was observed that many visitors came from Japan, India, the South Korea, Australia, Indonesia and China. It was also interesting that the number of visitors was about the same as the previous years.

At the same time, both positive and negative impacts of the Canton Fair organized in Guangzhou, China were seen on the Hong Kong Fair. The beginning of the household goods phase of the Canton Fair was on April and as a result, the buyers who will visit the Canton Fair turned their focus to the Hong Kong Fair. Since the distance between Guangzhou – Hong Kong is two hours via land route, it is a great advantage that the dates of these two fairs are close to each other. However, some buyers are forced to choose between these two fairs because of the timings.

As a result, the Hong Kong Houseware Fair, which is organized with the national participation organization of İMMİB, continues to be the most important fair in the household goods and kitchen utensils. The companies express their willingness to participate in the fair in 2015 and this can be a proof of that.

# ZUCHEX INDONESIA 2014 WAITS THE TURKISH EXPORTERS



immib National
Participation
ORGANIZATION WILL BE HELD
FOR THE FIRST TIME FOR
ZUCHEX INDONESIA FAIR THAT
WILL BE HELD IN JAKARTA,
INDONESIA FROM NOVEMBER
13 TO NOVEMBER 15, 2014.

welve Turkish companies will find the opportunity to offer their products in the Indonesian market thanks to the national participation organization. Indonesia is among the target markets of the Turkish exports since it is a developing economy alongside its high population.

Dozens of Turkish companies will also participate in the fair individually alongside the national participation stands. The fair to which buyers from Indonesia and the neighboring countries are invited is expected to be successful.





he International Home&Housewares Show 2014 Fair, one of the most important fairs of the household goods, kitchen utensils and cooking equipment industry organized in Chicago, US from March 15 and 18, 2014, was held by İMMİB with the national participation organization of Turkey for the 10th time. The İMMİB attended the fair with 21 companies on a total space of 344.1 square meters in the North and South Halls in 2014.

The participating companies presented kitchen, bathroom and household goods made of casting, teflon, plastic, melamine, metal and glass. A total of 2,102 companies, including 1,052 companies from outside of the US, participated in the IH&HS 2014 fair. Alongside the individual participation, Turkey as well as Brazil, China, Germany, France, Hong Kong, Italy, Japan and Taiwan organized their national participations.

The total number of Turkish companies who took part in the fair under the national organization and individually was 26. The fair was visited by approximately 60,000 visitors from 125 countries and more than 21,000 professional buyers. These figures prove the importance of the fair in the US and global markets. The IH&HS Fair is the most important fair in the kitchen industry in the region, and this is the main reason behind the fact that increasing interest to the fair every year.

The IH&HS fair is a gateway for the companies who want to operate in the household goods sector especially in the US market. Therefore, it is one of the most important events that the Turkish companies should participate.

The Turkish companies can also receive information on the American market and can get professional insight on the marketing and sales techniques as well as other issues from the related experts in various seminars held in tens of different conference rooms.





he fifth external marketing activity involving Malaysia, Singapore and Indonesia, which are defined as the target markets under the strategy developed for the Turkish Kitchenware Cluster, was completed successfully. Although, the number of meetings was not high in each of these three countries, the meetings were fruitful as the right buyers groups are invited to these gatherings.

The fifth foreign marketing activity of the Turkish Kitchenware Cluster (İDDMİB), which was established by the Istanbul Ferrous And Non-Ferrous Metals Exporters' Association with the partnership of the Istanbul Chemicals And Chemical Products Exporters' Association (İKMİB) and Turkish Hausewares Association (ZUCDER) under the communique of the Economy Ministry of Turkey on Supporting the Development of International Competitiveness, was held in Malaysia, Singapore and Indonesia. Seventeen participants from 16 companies included in this project and three officials representing the İDDMİB attended the organization, which was held between May 24 and June 4, 2014. The delegation departed on May 25 and arrived in Kuala Lumpur where they spent their first day in Malaysia with the Retail Tour. During the Retail Tour, the group visited a number of retail chains targeting different income groups such as Robinsons, Aeon Big, Metrojaya, Houz Depot and received information on the quality and price levels of the rival products in the market.

# BILATERAL BUSINESS MEETINGS IN MALAYSIA

Thirty-four Malaysian companies took part in the bilateral business meetings in the Kuala Lumpur Renaissance Hotel and each participating Turkish company held nine bilateral meetings in average. Both Turkish Ambassador to Malaysia Uğur Doğan who visited the Turkish companies during the business meetings and the Commercial Attaché Esat Durak underlined the importance of the potential of the Malaysian market. They also said the support provided to the companies

for increasing exports will continue following the meetings.

In the business meetings participated by 15 Singaporean companies, a total of 95 contacts were established by the companies, each held six business meetings in average. The retail chains as well as the exporters and wholesalers attended the meetings that were accompanied by the Turkish Ambassador to Singapore Hakkı Taner Seben and the Commercial Attaché İbrahim Eriş. On the third day in Singapore, the delegation visited the Takashimaya Chain Store, which could not attend the meetings, before leaving for Indonesia. On June 2, Monday, the first day in Indonesia, the rival products and companies in the market were analyzed. The distribution channels in the different segments by visiting the chain stores such as Metro, Infoma, Ace, Lotte Mart, and Giant were analyzed. The business meetings in Indonesia, the final destination of the delegation, began with the short presentations and briefings of the Commercial Attaché in Jakarta Okan Öztürk and officials from Jakarta. The number of meetings was lower in Indonesia than other countries. The companies held four meetings in average and 61 in total in the meetings participated by 13 Indonesian companies. Although the number of meetings was low, the participation of the large chains such as ACE in the bilateral meetings was beneficial for the Turkish companies.

#### **POSITIVE MEETINGS**

The fifth external marketing activity involving Malaysia, Singapore and Indonesia, which are defined as the target markets under the strategy developed for the Turkish Kitchenware Cluster, was completed successfully in general. Although, the number of meetings was not high in each on these three countries, the meetings were fruitful as the right buyers groups were invited to these gatherings. Meanwhile, it is regarded as important that a purchasing delegation to our country should be organized as a group activity and the companies should continue their contacts with the relevant markets in the individual level in order to turn these meetings in the three markets into sales.







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#### ALPIN STEEL

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