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A complimentary copy from İMMİB. ISSN-1309-4998



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 greet you once again with an Ambiente Fair special issue. In 2015 IMMIB (Istanbul Minerals and Metals Exporter's Associations) takes the scene at the 67th instance of the annual Ambiente fair, in which Turkey has participated on a national scale for the 20th time, in halls 3.0, 5.0, and 10.1, and with 67 firms. As you know, the Ambiente fair is the prestigious far for firms operating in the house and kitchen wares, and souvenir sectors.

Aside from individual participants, Turkish firms which offer a wide product range including metal kitchenware, small electrical appliances, plastic kitchen and house wares, glass items, yard furniture and gift items draw the attention of purchasers with their competitive prices and superior quality products.

We would like to impart a few brief information points regarding the fairs in which we had participated before. 46 Turkish firms in total attended the Paris Packaging Fair, held in Paris with the participation of 1500 firms and 500 brands worldwide. Over 55 percent of the fair's participants come from outside France, and the fair receives over 100 thousand visitors from 100 countries. We also took our place at the Zuchex Indonesia Fair held in Jakarta, Indonesia, in which the Turkish national organization was implemented for the first time by IMMIB. We have implemented out seventh overseas marketing event for Toronto-Montreal, Canada, that had been determined as a target market within the strategy formed for the Turkish House and Kitchen Ware Sector Overseas Marketing Team.

To return to the contents of the magazine you are holding in your hand, we can say delightful pages are waiting for you to read them. In our Brand History page, we were guests of Asel, which emphasizes the essential nature of quality, aesthetics, and durability in their designs. We interviewed company owner Bilal Demiroğlu, who related they had entered the appliances market with round ovens, and added electric stoves, heaters, and grills and that they aimed for overseas markets since the beginning. Other companies we interviewed were Görgel, O.M.S., Silver, Şensoy-Seden, Mertgift, Freecook, Lav, and Dünya Plastik.

In our Regional page we took a look at glass working, which is an art that was blended with the cultural heritage of Anatolia. Glass objects that had been crafted in the first workshops established in the 17th century in Paşabahçe, Istanbul with the value and significance assigned to art by the Ottoman Empire are displayed in museums today.

The developing of the technique of blowing is indicated as the most significant advance in the art of glass making. How would you like to take a closer look at this art? We also met with our successful designers. Aysun Altındağ, Emre Akçal, Sevil Acar, and Başak Ergin were guests of this issue.

We have featured the culinary journey and delicious recipes of Arif Kemal Doğan, Executive Chef of the Pera Palace Hotel Jumeirah Agatha Restaurant. As we wish success at the Ambiente fair for participants and the entire sector, we hope you will enjoy the magazine we have prepared for you.



CONTENTS

- 6 Market
- Hot Trends
- Design&Designer (*Reference:ETMK*)
- 28 Chef: Arif Kemal Doğan
- Styling: The elegant designs of 2015 are coming out
- Interview: Görgel, O.M.S., Silver, Şensoy/Seden, Mertgift, LAV, Freecook, Dünya Plastik
- Brand history: Asel
- Nostalgia: Art of Glass
- Agenda
- Contact File of Turkish kitchen, home and tableware manufacturers









kitchen ware



THE FISHY PAN



Emsan makes cooking fish a pleasure with its specially designed "Fishy Pan". Thanks to Fishy Pan's special burn-resistant and nonstick surface, its ergonomic and lockable handle design and double sided use, delicious fish will be cooked easily. The Emsan Fishy Pan offers double sided use with its special design, creating a revolution in convenience. The Fishy pan which makes it possible to set the fish on the pan and reverse it without upsetting the shape allows both sides to cook evenly with this feature. The features of Fishy Pan are not limited to these. Its double sided burn-resistant and nonstick surface, its ability to distribute heat evenly with its special steam channel allows hassle free and delicious cooking. The Fishy Pan which comes in 26, 30 and 34 cm interlocks due to the special lock on its handles and the surrounding channel, this prevents oil splattering.

www.emsan.com.tr



BE A MAESTRO IN THE KITCHEN WITH ARNICA

It has gotten much easier to exhibit your kitchen skills with Arnica's functional and practical products that enable preparing more than one product with a single machine. With Arnica Maestro, women's greatest helper in daily kitchen chores, you will carry out many functions like grinding, slicing, ice breaking in a single machine, saving time and space. With its 800 Watt high performance motor, the Arnica Maestro enables its user to carry out multiple functions including grinding, slicing, mixing, chopping, whipping, and ice breaking in a single machine. Maestro which enables the user to prepare large quantities of food with its 1500 ml transparent bowl, provides excellent results even in difficult tasks.

www.arnica.com.tr

EKBER GAS BURNER



Ekber's new gas burner has two settings and a safety valve. It comes in natural gas and LPG burning alternatives. The product is offered in 3 dimensions, 50x50cm, 60x60cm, and 75x75cm sold with the quality of Ekber.

Paşabahçe has designed a brand new product PAŞABAHÇE'S that will make things easier in the kitchen. with Paşabahçe's new measuring cup, dishes will be SPECIAL better measured and more delicious. Paşabahçe MEASURING Cam's new measuring cup has an ideal design to add all the right quantity of materials while CUP cooking. The product will be the greatest helper for people who like to cook and spend time in the kitchen. The measuring cup which draws attention with its young and dynamic style, has a more ergonomic design thanks to its handle. The product which is also very light can be used in all recipes from Turkish and world cuisines with its ml, us/uk oz, and cup measurements. www.pasabahce.com.tr

flover in hearth

4 Continents
54 Country



30.000 pots per day
Production capacity

Discover the advantages of Hascevher







kitchen

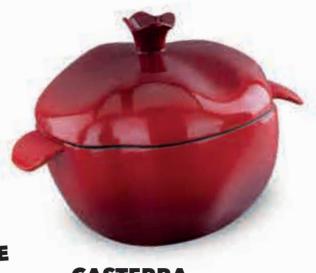


THE GREATEST ASSISTANT IN THE

KITCHEN

The GRANDEUR WOK PAN from Savaşan Emaye giving an aesthetic style to your kitchen will facilitate you life with its fireproof, nonstick feature. Brings the cooking much tipsier with its aesthetic appearance and use features. GRANDEUR WOK PAN the greatest assistant in the kitchen with the distinctive designs and functional products.

www.savasan.com



CASTERRA NAR FROM KORKMAZ

Korkmaz brings "pomegranate" (Tr.: nar) which has been the symbol of plenty and prosperity for centuries to your table. Specially for the new year, Korkmaz has designed the Casterra Nar pot which will bring elegance as well as prosperity to your tables. 100 percent cast iron and high temperature resistant Casterra Nar brings elegance to your tables with its pomegranate inspired design, it maintains surface heat even on the lowest flame by making sure all food surfaces are heated evenly. The product is a lifesaver in that it can be used both in the oven and on the stove. www.korkmaz.com.tr

REFLECT YOUR TASTE ON YOUR TABLE WITH

GÜRAL PORSELEN

Dinner services you will fall in love with at first sight, with which you will reflect your style as you delight in using them, and which will bring style to your lives with its trendiest colors await you at Güral Porselen. www.guralporselen.com.tr

With its new Roboinox Doner kebap Machines, İnoksan offers a technological and modern alternative which increases the speed of cutting

and serving doner kebap and thus lowers your costs. The Roboinox Doner Kebap Machines, with their high performance can cook 250 kg of doner kebap in 6 hours and enables around the clock nonstop cooking and cutting. Roboinox Doner Kebap Machines which enable significant savings in gas consumption due to their continuous and efficient cutting feature, also contribute to lowering your costs. Capable of making fast cuts of standard thickness, Roboinox Doner Kebap Machines enable an increase in the number of portions and in the speed and quality of service, thus increasing the take out service capacity. Thanks to the convenience and remote control of Roboinox Doner Kebap Machines the operation and use of the robot can be learned in a short period of time. Roboinox Doner Kebap Machines which increase efficiency and reduce energy expenditures also bring a modern image to your business with their high-tech and hygienic look. www.inoksan.com

ROBOINOX DONER KEBAP MACHINES FROM

INOKSAN





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kitchen udre





THE MEETING OF GLASS AND BAGER PLASTIK

Bager Plastic Company produce table glassware, plastic kitchenware and bathroom accessories under two brands Bager And Mıradan. Bager creates innovative, ergonomic, practical and appealing solutions with a design approach based on experience .Their factory is located in İstanbul. The meeting of glass and plastic ... All in one , with stylish design from Bager Plastic.

TOILET BRUSH FROM

It's established on a space of 15000 square meters with high-tech and first class raw materials toward the aim of providing quality, the most compatible price, shortest delivery time and the best service to our customer at arm's length. It exports it's products to more than 81 countries including: from Brasil to Sweden, from Russia to South Africa, from Spain to Kuwait. Lux Plastic's toilet brush creates a floral breeze in bathrooms. Thanks to its convenient form and stand, you can easily clean the toilet, and bring color to your bathrooms with its flower design. www.luxplastic.com





CAKE MOLDS FROM PAPILLA

Pure aluminium non-stick coated cake molds. Latest technology 'Curtain Method' coated long life non-stick surface, the most innovative design for aluminum cake molds. This new design will bring your kitchens an elegant mood. www.papilla.com.tr







kitchen





LOTION BOTTLE AND PAPER TOWEL HOLDER FROM ANSAN

Viva Lotion Bottle With Sponge Cup from Ansan. 2 Separate chambers for hand lotion and detergent. Removable cup to store wash sponge. And Pasific Kitchen Towel Holder. Decorative paper towel holder brushed 304 grade steel.

www.ansan.com.tr www.primanova.com.tr



CAKE BOX WITH STAND

Doğuş Plastik Mutf. Bany. Aks. Alüm. San. Tic. Ltd. Şti. produces plastic kitchenware with high-tech and first class raw metarial under Stillo Kitchenware brand. Stillo Kitchenware is completly focus on customer satisfaction that can provide quality & service in light of best prices. One of the popular item on market that name is Cake Box with Stand. Your cakes are refresh and safe with "Stillo".

www.stilloplastik.com





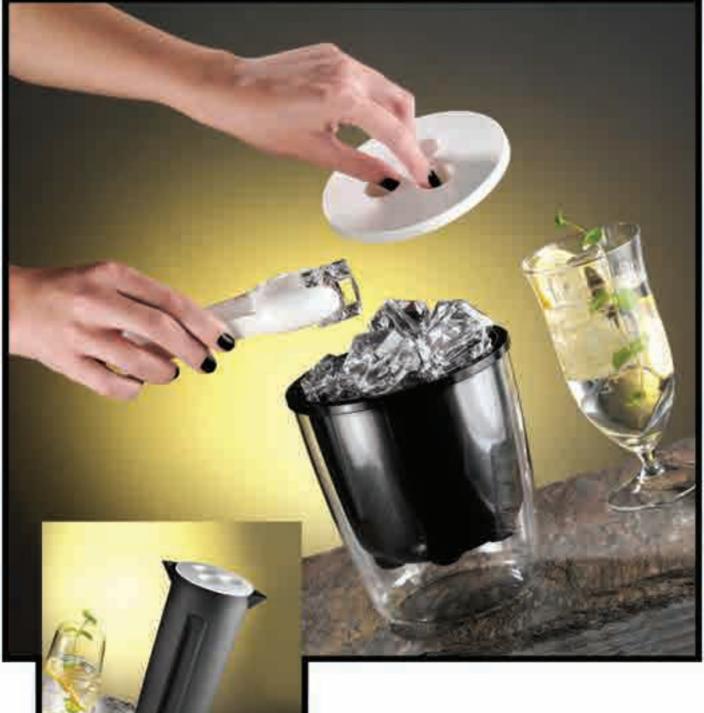
Leydi (Non-stick Cookware Set): 4mm durable aluminium body, non-stick inside coating, silicon outside coating, bakelite handle. Leydi (Lux Non-stick Cookware Set): 4mm durable aluminium body, non-stick inside coating with honeycomb, special desing outside, coloured bakelite handle. www.leydimutfak.com

VITAL SERIES FROM EVINOKS

Evinoks Vital Series is a multi-functional counter-top serving system for presentation of food with various serving options. The product is designed in such a way that it is appropriate to be used not only in hotels, but also in conference and meeting halls, convention centers, business halls, gardens of private houses, etc. It is a mobile and practical product with easy set-up and operation. At the same time, it offers chic and practical advantages for those in catering services because of its light construction and transport trolley which is a part of its system. These modules are in standard dimensions and function according to the top set used. The client would want to make a selection to use either cold, hot, or neutral sets, or a combination of all, to present and serve the food. It is easy to install the modular parts of the product on any table or its transport trolley at any time with much less space required unlike the fixed serving counters. Due to this modular feature, it leaves enough space for you to use for other purposes. If used on its transport trolley, which comes with already built-in electrical connection, you just need a plug to operate the Vital Series. Additionally, the trolley is also modular in that you can add intermediary shelves under or above the counter-top set to form out a bread shelf, serving shelf or accomodate any other small accessories. www.evinoks.com







AGM 0 (212) 80 F 0) 83 - Fraggiel Agis, CAN





FROM NOUVAL



The product has a 4.5 mm thick frame of 99.9% pure aluminum, burn resistant and non-stick ceramic surface in modern and lively colors. It is also PFOA free, and does not contain any materials that are harmful for human health. Ensures even distribution of heat on all points. Has an ergonomic frame and handle. Offered to the consumer in appealing packages.

www.nouval.com.tr



FOOD CONTAINERS FROM METE PLASTIC

Following the modern technological developments in the area in which we operate food containers manufacturing sector, communication and education is kept in the forefront to develop skills and knowledge of our employees', in each stage of production by providing hygienic conditions to meet the needs and the expectations of our customers in the fastest and best way, to provide quality and hygienic products in this direction by complying and continually improving the effectiveness in the line with the requirements accoriding to legal regulations and Quality & Food Safety Management System that we formed according to ISO 9001 and ISO 22000, is our Food Safety Policy. Our leakproof food containers and buckets have different dimension options beginning from 200 ml till 2500 ml. Our tamper evident, leakproof & airtight food containers and buckets with In Mould Labelling and with long shelf life and multiuse advantage can be used in microwave and dishwasher.

www.mete.com.tr





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International Housewares & Gift Fair Istanbul

Product Groups

- Housewares
- Tableware
- Glassware
- Cutlery
- Decorative Items
- Plastics
- Giftware
- Electrical Appliances
- Bathroom & Kitchen

Accessories

















Hot trends

AN ELEGANT COMBINATION OF METAL AND GLASS FROM ARISOY

Arisoy Hediyelik Eşya Ürünleri which took its place in the souvenir sector in the first quarter of 2010 as an importing firm, commenced local production in the beginning of 2014. Many products they manufacture are a combination of metal and glass. These products are offered for sale in the domestic market and in Eastern countries. They take their places in the choicest spots of your home as accessories with their aesthetic appeal as well as their functionality as the glass group, cruets, jam pots, sauce bowls, sugar bowls, Turkish delight bowls, chocolate bowls.

www.arisoyltd.com.tr



DECORATIVE GLASS SETS ADORN HOUSES

GLASS OBJECTS THAT HAVE FOUND LIFE IN EVERY CORNER OF OUR HOMES FOR CENTURIES ARE NOT ONLY DECORATIVE BUT ARE THE HEALTHIEST OF KITCHEN ACCESSORIES. PITCHERS, GLASSES, GOBLETS ALL FIND LIFE IN THE DELICACY OF GLASS. THE GLASS SETS WE HAVE CREATED FOR YOU, ARE FEATURED IN THE FINEST PLACES OF YOUR HOME AS ACCESSORIES IN THEIR VISUAL APPEAL.



THE ELEGANCE OF GLASS IS BROUGHT TO TABLES WITH HISAR

Hisar brings aesthetics and elegance to tables with its glass products of various designs, all of which are handcrafted with particular fineness. Sets that will attend crowded tables as well as your intimate moments with your loved ones comprise 31 pieces which are 6 tea glasses and saucers, 6 beverage glasses, 6 tumblers, 6 wine glasses, and 1 pitcher. Hisar glassware sets that are remarkable for their classic lines as well as their modern patterns and gilded details await you with their new models at Hisar stores.

www.hisar.com.tr



GLASS SETS FROM EMSAN

For those who can not give up on the wholesomeness and elegance of glass, Emsan offers the specially designed BNT 410 Glass Service Set for people who wish to add value and aesthetics to their lives. Blending the magnificence of glass with hand workmanship, Emsan will be the choice of people who like aesthetics on their tables, with the BNT 410 Glass Service set designed with elegant lines. Appealing to all styles with its gold and black patterns the BNT 410 Glass Service set accompanies your offerings with its aesthetics, quality, and modern lines. Let the BNT 410 Glass Service set of 31 or 61 pieces grace the table for your extended or nuclear family. Let your tables attend your happiness with the BNT 410 Glass Service set comprising the tea glass, saucer, beverage glass, tumbler, wine glass and pitcher.

www.emsan.com.tr



BELT FROM KARMA KRISTAL

Magnificence of the palace garments reflects the wealth and power of the Ottoman. The garment collection of Topkapi Palace which contains as many pieces as 1550 was created by keeping the garments of the Ottoman era. Ottoman sultans paid extreme significance to dressing and they used to wear garments sewed with high quality fabrics woven specially. In 19th century the belts in waist part of female garments were considered as precious jewelry and those belts used to be decorated with precious stones including diamond, ruby, pearl etc. This product was designed being inspired by the pattern on pearl embroidered belt of 19th century Ottoman era in Topkapi Palace.

www.karmakristal.com





PORLAND'S TRIVETS ARE MADE OF DATE TREES

Porland which has kitchen sets and tools of a wide range of materials from glass to porcelain and other materials, has trivets made of the leaves of date trees, and designed to suit every taste with their many colors. Preferred particularly on breakfast tables, trivets are not washable, wiping with a slightly dampened cloth is recommended.



LET A TRIVET PROTECT YOUR TABLE FROM HEAT

YOU HAVE COOKED YOUR DISH, YOU ARE READY TO SERVE, BUT YOUR POT IS TOO HOT. YOU MUST HAVE A TRIVET TO PROTECT YOUR TABLE FROM THE EFFECTS OF HEAT. TRIVETS TODAY ARE MANUFACTURED FROM A GREAT VARIETY OF MATERIALS. THEY COME IN WOOD, METAL, AND GLASS. WE HAVE RESEARCHED TRIVETS OF ALL COLORS FOR YOU, AND THEY WILL BRING COLOR TO YOUR TABLES.



WOOD DESIGNS WITH LAVA

With its 40 years of experience and know-how, Lava manufactures its cast iron pots and pans at Lava facilities equipped with the most advanced casting and enameling (Ferrotechniek Licensed) technology of Turkey and the region in Eskişehir, Turkey. Lava trivets are designed in wood, to hold these pots and pans.

www.lavametal.com.tr



KERAMİKA BRINGS COLOR TO YOUR KITCHENS

Keramika which has hailed the sector with the slogan "We bring color to your kitchens" draws attention with the colorful trivets it manufactures. Particularly its products in the trendy colors of 2015, fuchsia, light pink, sea green, and light yellow are quite popular. A decorative pattern can also be applied on the trivets.





WOODEN TRIVET FROM SILVER

Silver Group's foundation was laid by Dökümiş Isi Emaye San. ve Tic. A.Ş in 1958. With its 54-year experience, Silver Group has the most state-of-the-art casting and enamel facility in Turkey. Silver's trivets are designed in wood, to be compatible with pots or pans.

ōztiryakiler

PROFESSIONAL KITCHEN LINE







kitchen udre



"WE HAVE VERY POWERFUL AND LARGE MANUFACTURERS"

"THE TURKISH KITCHENWARE SECTOR IS SUCCESSFUL IN TERMS
OF QUALITY AND DESIGN. "WE HAVE VERY POWERFUL AND
LARGE MANUFACTURERS. THE COLLABORATION BETWEEN THESE
MANUFACTURERS AND DESIGNERS INSPIRES HOPE FOR THE
FUTURE OF THE SECTOR."

e spoke of the collaboration between the kitchenware industry and designers with industrial designer Aysun Altındağ, who expressed her belief that the more diverse the projects that come in, the more creative one can be.

Let us get to know Aysun Altindağ a little... What would you tell us if we were to ask, "How did you step into the world of design?"

I graduated from the Industrial Product Design program of Istanbul Technical University in 2002. I have also earned my postgraduate degree from the same program. In 2007, Meltem Maralcan and I founded the Omletistanbul Design Office. For the last two terms I have worked to contribute to the development of industrial design in Turkey, as Vice Chairwoman of the Istanbul Branch of the Industrial Designers' Society of Turkey (ETMK).

What sectors do you design for? What is your particular field of choice?

As Omletistanbul, we design for a great variety of sectors. Our paths have crossed

a lot particularly with the lighting sector since our founding. But of course, our work has not been limited to this sector alone. We have worked in the furniture, furniture accessories, health, kitchen and bathroom accessories as well. Aside from these sectors, we have products which we design and manufacture under the Omletistanbul brand. Especially desktop objects and souvenirs. These products a offered for sale mostly at museum shop There isn't a sector for which I have a particular preference. I think designing for different sectors nurtures a designer more. I believe that the more diverse the projects that come in, the more creative one can be.

Would you give us information about your current work?

We have many ongoing projects. For instance, the coffee sets we have designed for Kütahya Porselen are almost complete, following a long period of work. We have a dish drainer/sponge holder project for Primanova. We design worktop lights for kitchens in furniture integrated lighting. We also continue to perform consulting services for several lighting firms.



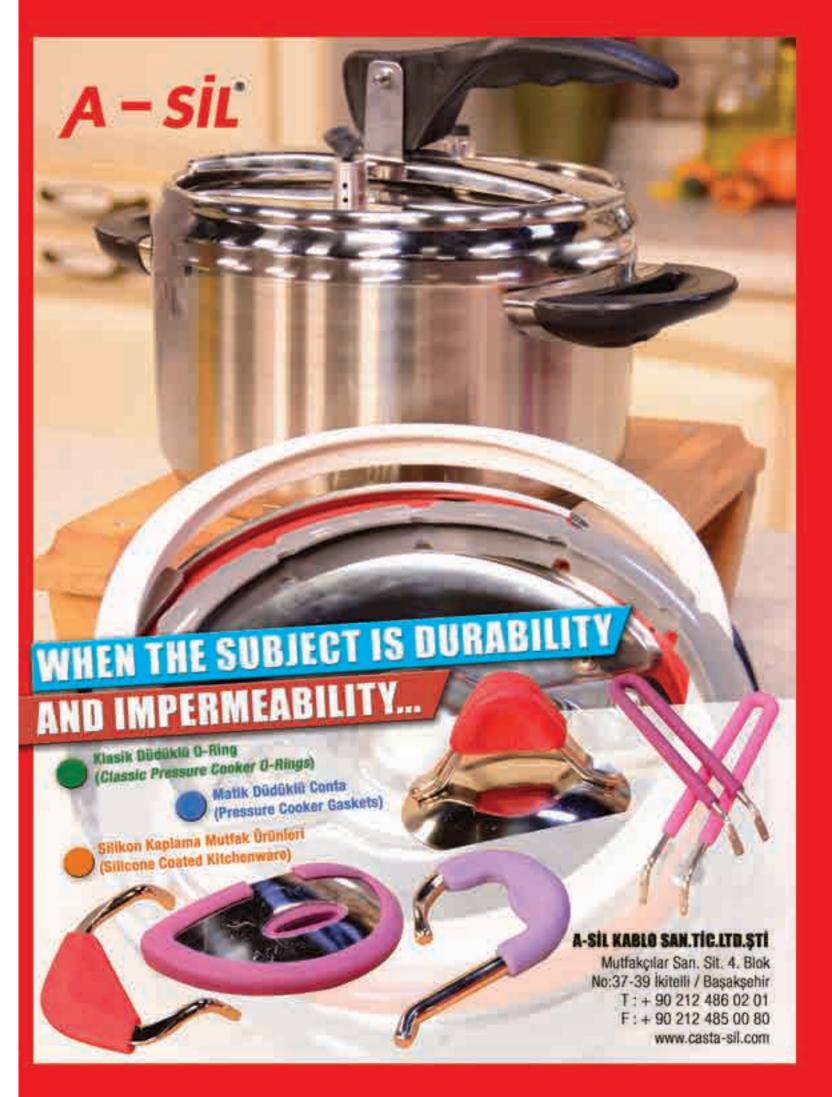
Where do you think Turkey is in terms of industrial design particularly in kitchenware?

From what I have observed especially in the Ambiente Fair this year, the Turkish kitchenware sector is successful in terms of quality and design. "We have very powerful and large manufacturers. The collaboration between these manufacturers and designers inspires hope for the future of the sector.











Tmre Akçal who has dreamed of becoming a designer since this area and currently ranking among the most successful industrial designers of Turkey, offers consulting services in many diverse areas at this office named Premium Design Emre Akçal Design. During our interview with Mr. Akçal, we got to know him while relating his opinions on the sector.

FIRST OF ALL, WOULD YOU TELL US A BIT ABOUT YOURSELE?

I was born in 1980 in Istanbul. I graduated from the Industrial Design Program of the Yeditepe University School of Fine Arts after which I earned my postgraduate degree in business administration from the same university. At the same time, I started my Postgraduate Degree in Industrial Design at Istanbul Technical University. I have worked as a professional in local and overseas projects since 2004-2005. I have provided design consulting services in many different areas at my own office named Premium Design Emre Akçal

"TURKEY HAS TAKEN GREAT LEAPS IN THE DESIGN OF KITCHEN TOOLS OVER THE RECENT YEARS. TURKISH BRANDS TAKE PART IN INTERNATIONAL FAIRS AND ARE PLACED IN THEIR STANDS RIGHT BESIDE WORLD GIANTS. THE BEST EXAMPLE FOR THIS IS THE AMBIENTE FAIR IN FRANKFURT."

WHAT ARE THE SECTORS YOU DESIGN FOR?

We do design work in fair stands and P.O.P. booth designs. corporate identity design (logo and packaging design, textile and promotional product groups, graphic design), kitchen and bathroom tools and accessories. Indeed, we even carried out boutique furniture design for a while.

WHAT ARE YOUR CURRENT PROJECTS?

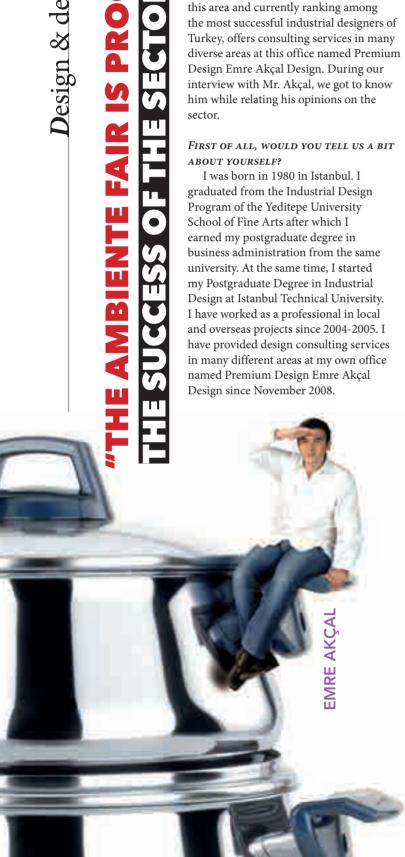
In the beginning of 2013, in order to create a global world brand, we became one of the few "Authorized Design Consulting" companies accredited within the Turquality project implemented under the auspices of the Republic of Turkey Ministry of Economy and the Turkish Exporters Assembly. In the period since, we have commenced negotiations with many local companies receiving incentives within the scope of the Turquality project toward developing and realizing new projects.

Where do you think Turkey is in kitchenware design?

Turkey has taken great leaps in the design of kitchen tools over the recent years, as it has done in many areas. Turkish firms which used to attempt to meet their sales objectives solely by procuring products from the Far East or by imitating the products of foreign brands have now embraced the objective of creating global brands. Many fairs are organized each year in Turkey with respect to this sector. Turkish brands take active part in these fairs. In fact they attend the fairs not merely as visitors but with their own large booths, taking their places right beside world giants. The finest example of this is the Ambiente Fair held annually in February in Frankfurt. In the meantime, we should also consider the fact that state incentives also provide an impetus to industrialists in terms of participation.

What is your suggestion for Turkish firms to be able to COMPETE MORE EASILY IN THE INTERNATIONAL ARENA?

We have around 5 thousand industrial designers in our country. We need to make better use of the industrial designers of in our country to gain an edge in the intensive global competition we have with the Far East as well as with western countries. We must make excellent use of the design key in our hands, to raise our export potential and to be original as Turkey. I believe that the design and designer potential will be triggered by the collaboration between the kitchenware sector and industrial designers, and that highly successful and significant projects will be developed.







"TURKISH INDUSTRIALISTS PLACE GROWING EMPHASIS ON PRODUCTION POWER AND DESIGN"



e held a mini interview with designer Başak Ergin who said she continued working on current projects in white goods and small appliances.

Who is Başak Ergin, and how did she step into the world of design?

I graduated at the top of my class from the Industrial Design program of Marmara University in 1999. In 2000, I attended postgraduate studies in Multimedia at the Yıldız Technical University. I worked as a designer in prominent companies in Turkey until 2008. I founded Başak Ergin Design in 2008 and am working on product design with companies from various sectors. I have designed products that have been mass produced in bathroom and kitchen ware, white goods, small appliances, air conditioners, refrigerators, lighting fixtures, and carpets.

WHAT SECTORS DO YOU DESIGN FOR? WHAT IS YOUR PARTICULAR FIELD OF CHOICE?

Projects having to do with kitchen and bathroom wares are very exciting for me. I have recently worked on many projects in the kitchenware sector, and I continue to do so. I have taken part in design projects for the kitchen in various areas from tableware to refrigerators. I want to mention my Flora sugar bowl design. It is a fun product with a floral form and multicolored design. The Flora sugar bowl which complements the aesthetic

of kitchens with its visually pleasing lines, offers consumers a product they can use for many years. The currently popular crystal effect was the material of choice. It offers the user convenience with its blind hinge lid design. Its design protects the sugar within from moisture and aims to keep external dimensions to a minimum in terms of packaging.



Would you give us information about your current work?

I have ongoing projects on white goods and small appliances. Some of these are in the design stage while others are in the prototype stage, so I could say it is too soon to give information.

Where do you think Turkey is in terms of industrial design particularly in kitchenware?

The kitchenware sector is among those in Turkey that are developing or are open to development.

While it remained for many years a branch of commerce involving the purchase and sale of products, it has lately taken a pleasing direction

BAŞAK ERGİN



"THE TURKISH KITCHENWARE SECTOR YET HAS LATELY TAKEN A PLEASING DIRECTION THROUGH NEWLY DEVELOPED PRODUCTS AND COLLABORATIONS WITH DESIGNERS."

through newly developed products and collaborations with designers. I believe substantial income can be generated in local and overseas markets by following this path. The emphasis placed by the industrialist on manufacturing power and design has also risen over the last 10 years. I think that a combination of these elements will lead to substantial development in the kitchenware sector in years to come.



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kitchen



PING PRODUCT DESIGNS FOR MADIO

"DEVELOPING PRODUCT DESIGNS FOR VARIOUS SECTORS ENRICHES AND NOURISHES ME AS AN INDUSTRIAL DESIGNER. WHILE I DO NOT HAVE A PARTICULAR PREFERENCE, THE KITCHENWARE SECTOR IS ALWAYS CLOSER TO MY HEART."

of design with Sevil Acar who stepped into the world of design while she was still a child by being an assistant to her mother, who was a tailor.

COULD WE LEARN A LITTLE ABOUT SEVIL ACAR, HOW DID YOU STEP INTO THE WORLD OF DESIGN?

I graduated from the Industrial Product Design program of Istanbul Technical University in 2009. During the course of my education, I developed design projects for companies such as Bürotime, and Şişecam, and had internships at Arçelik AŞ and Autoban on white goods and furniture design respectively. In 2007 I won second place in the sculpture category of the Post-it design competition organized by 3M, and a Bürotime special award in the design competition organized in 2008 by the Central Asian Exporters' Union. In 2009, I ranked among the top 100 among 4500 projects in IF





Concept Design Awards. Following graduation, after being a part of the Koleksiyon design team I founded my own company in 2013 and am currently pursuing my career by making industrial product designs for various companies, mostly in the kitchen, bathroom, and carpet-kilim sectors. I am also featured in some boutique design stores with ceramic products of my pwn production. I guess I first stepped into the world of design while still a child, by being an assistant to my mother who was a tailor. The desire to constantly pursue and produce the new somehow guided me into the world of professional design.

What are your particular areas of choice for designs?

I currently design products primarily for the kitchenware sector, in the porcelain& glass and metal group. I also have projects applied in the bathroom and carpet-kilim sectors. Developing product designs for various sectors

enriches and nourishes me as an industrial designer. While I do not have a particular preference, the kitchenware sector is always closer to my heart.

Would you give us information about your current work?

I am currently working on a variation of a coffee cup design that is currently on the market, to a dining set. My ceramic work continues on the other hand. Stainless steel pot and tea kettle designs are some of the projects I am working on.

Where do you think Turkey is in terms of industrial design particularly in kitchenware?

I think Turkey is still in the very beginning of the road in terms of producing and implementing industrial projects in kitchenware. The kitchen sector is very large, but there are very few firms which produce their own design or outsource it. Rather than designing a new product, firms take what seems to be the faster and easier route and operate on the principle of procuring and selling ready made products. I think however, that this approach which only brings fast sales in the short run is far from adding value to brands in the long run. I am of the opinion that companies must proceed by producing product designs that best represent their brands, and make more place for design projects, in order to distinguish themselves from their competitors in the sector, increase their competitive edge, and to strengthen their brand value.





kitchen

Palace Hotel Jumeirah Agatha Restaurant Executive Chef Arif Kemal Doğan and learned recipes of traditional Turkish cuisine from him.

When and how did you deal with cookery?

Thanks to the some of our family members who cook; inspired me to cook and I started to work in a professional kitchen at a major resort in the south of Turkey in 1988.

How did you improve yourself in this area:

In fact, every time I continue to improve myself. Restaurants and hotels where I've worked in my life till today. I've always been involved in researchs and innovations by taking time to myself; except for my working hours. To learn the cultures of foreign cuisines, I found opportunities to visit the best restaurants in Germany, Switzerland and Italy. At this time, I worked in Santa Bondio Restaurant which is in Lugano in Switzerland.

WHEN DID YOU START YOUR FIRST PROFESSIONAL JOB ABOUT COOK?

I started to work Milta Resort in Bodrum in 1988. Until the period of military service, worked at south hotels. After finishing the period of military service; respectively, I worked Sürmeli Hotel İstanbul, Çırağan Palace Kempinski Hotel, Mövenpick İstanbul Hotel and then I've been working at Pera Palace Jumeirah Hotel.

Where did you work before you working at Pera Palace Jumeirah? How long have you been working there?

I've have been working for 5 years at Pera Palace Hotel Jumeirah as an Executive Chef. I was working at Mövenpick İstanbul Hotel being Sous Chef position before.

A PERSON WHO COOKS DELICIOUS FOOD THAT IS GENERALLY SAID BY THE OTHER PEOPLE 'HE IS IN HANDS OF FLAVOR.

Surely you need to know the cooking tecniques first, but I believe in hands of flavor as well

What are your favourite food do you love to cook most?

I love to cook and eat everything that I know but if I have to distinguish one; I'd say that it is Veal cheeks.



PERA PALACE HOTEL JUMEIRAH AGATHA RESTAURANT EXECUTIVE CHEF **ARIF KEMAL DOĞAN:**

"EVERY TIME I CONTINUE TO IMPROVE MYSELF"

"RESTAURANTS AND HOTELS WHERE I'VE WORKED IN MY LIFE TILL TODAY. I'VE ALWAYS BEEN INVOLVED IN RESEARCHS AND INNOVATIONS BY TAKING TIME TO MYSELF; EXCEPT FOR MY WORKING HOURS."



Ingredients:

Sauté onion, celeriac, and carrot in olive oil, add the stock made of the veal rib and boil. Finally add

Veal Ribs

Ingredients

400 g of veal ribs 20 g of carrots 10 g of onions 2 cloves of garlic 30 g of celery 3 g of fresh oregano 3 g of rosemary 3 g of peppercorn 30 g of olive oil 300 g of chicken stock salt to taste

Directions

Sear ribs in a pot, sauté all vegetables in the listed order in olive oil in the same pot, place the rib in an oven dish, add the sautéed vegetables and chicken stock, and cover with aluminum foil. Cook for 3.5 hours at 170 °C. Separate the bone when will warm, portion after it has cooled down.



Findikpare

Ingredients

325 g of powdered hazelnuts of flour 100 g of powdered sugar 100 g of ground coconut 10 g of baking powder 3 eggs 125 g of water 60 g of whole hazelnuts

For the syrup

Ingredients: 500 g of castor sugar 500 g of water Quarter of a lemon

Directions

Mix dry ingredients in a deep bowl, add eggs and water, mix well and combine to make a soft dough. Pipe onto an oiled tray with a piping bag with a star tip. Place whole hazelnuts on top and bake for 10-12 minutes in a 160-170°C oven. Boil sugar, water, and lemon, cool until lukewarm, and pour on the product and wait until it absorbs the syrup. Serve with Turkish cream and fresh strawberries after it has cooled down.















Strainer Lux Plastic





Bread box, napkin holder **Göreme Melamin**Bottle opener **Lux Plastic**



Heart shaped ovenware **Tantitoni**



Salad mixing pot and bowls **Obje Plastik**

Round cast iron pan with wooden mat **Lava**Square cast iron pan with wooden mat **Silver**Rectangle cast iron ovenware with wooden mat **Lava**



Ice box **Bora Plastik**Ice tray **Obje Plastik**Tray **Mete Plastik**



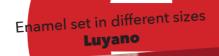




Laptop food tray and coffee cup **Tantitoni**









Tissue dispenser **Çetin Plastik**Food container **Lux Plastic**



Pot Mehtap



Lidded cake container **Tantitoni**

Style

Bread bow Lux Plastic
Storage container set Mete Plastik



Grizzled pan white, Grizzled pan- black **Papilla** Square pan **Savaşan Emaye**



Red cast iron kettle, threesome cast iron oven ware set **Lava**









Storage containers **Rositell** Bag pegs **Lux Plastic**



Napkin holder **Göreme Melamin**Floor lantern **Zicco**



Lidded cake container **Obje Plastik**







Glass food container
Dünya Plastik

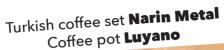


Steel kettle set Aker Mutfak

Glass jugs and jars **Bager Plastik**Ice cream bowls **Narin Metal**Cutting board, vegetable peeler **Lux Plastic**



Style







Cast iron ovenware **Lava**



Coffee cup set **Tantitoni**



Storage containers, colored bowls, Hazelnut and walnut grinder, and Ladle set **Bager Plastik**



Electric cooker Zilan Pots **Luyano**



GÖKHAN YÜKSEL OWNER OF FREECOOK

"OUR COURSE FOR 2015 INCLUDES NEW COUNTRIES, NEW PROJECTS, NEW FAIRS"

"OUR BRAND IS RANKED AMONG THE COMPANIES WITH THE HIGHEST BRAND VALUE IN THEIR OWN SEGMENT IN TURKEY. WE ALSO CURRENTLY EXPORT TO 55 COUNTRIES. WE AIM TO REMAIN IN THE SERVICE OF THE SECTOR WITH NEW COUNTRIES, NEW PROJECTS, NEW FAIRS, AND NEW PRODUCTS."

the owner of Freecook on a wide range of subjects from the plastics sector to fairs, export to new products.

HOW LONG HAVE YOU BEEN IN THE PLASTICS SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY'S FOUNDING PROCESS?

Our company was founded in 1978 under the name of Yüksel Pazarlama by my father Kamil Yüksel in Tahtakale, to operate in the plastics sector. Yüksel Pazarlama constitutes the foundation of the currently operational Freecook. I also import porcelain with the brand ELSEL. Freecook became operational in 2002. It creates the Freecook brand in 2010, and became a company aiming to solely manufacture high quality house and kitchen wares.

What is your prediction for the condition of the sector in 10 years?

I think that Turkey has a significant place in the global plastics sector with its quality and production volume. I believe



that, in line with the industrializationand export-oriented plans and projects of government officials, the plastics sector will have its golden age for the 10 years ahead.

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

Of course, we have an R&D department. In order to raise our brand value, our R&D department determines which products will make life easier for people in the kitchen and conduct their efforts in that direction.

What are the countries in your export portfolio? Would you give us information about your export figures?

Our brand is ranked among the companies with the highest brand value in their own segment in Turkey. Export is the most significant factor in facilitating worldwide brand recognition. We currently export to 55 countries. We export our products to the U.S.A., Mexico, Uruguay, the Middle East and all European countries, Africa, and India. We also have dealerships abroad.





What kind of feedback do you get from fairs you attend?

We receive highly favorable feedback in fairs due to our quality, product diversity and our competitive prices. This highlights the fact that we are on the right path.

Would you tell us of your product varieties?

In our day, the contribution of women to production has become undeniable in the world. This naturally causes them to spend less time at home. Considering this problem encountered by women, we try to design new, innovative, time saving, and practical products that will help them be more productive in this limited time. We believe that our quick rise to success has been the result of our successful work in this aspect.

WHAT DO YOUR PLANS FOR 2015 ENTAIL?

We aim to remain in the service of the sector with new countries, new projects, new fairs, and new products.



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www.turkishkitchenware.org





THAT OUR ENTERPRISE CONTINUES TO OPERATE UNDER CONDITIONS REQUIRED BY THE AGE. TODAY, BUSINESSES THAT FAIL TO RENEW THEMSELVES OR TO KEEP ABREAST OF THE AGE ARE DOOMED TO DISAPPEAR AFTER A CERTAIN TIME. HENCE, WE SAY INNOVATION IS A MUST."

e chatted with Muharrem Görgel, the owner of Görgel Metal San. about the founding of Görgel Metal, its journey to date and of the fairs' contribution to the sector.

HOW LONG HAVE YOU BEEN IN THE METALWARE SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY'S FOUNDING PROCESS?

Our history in the sector is quite long. We are currently the second generation. The founder of the company is my father, Mehmet Görgel. He stepped into the sector by manufacturing copper kitchenware, proceeded to manufacture aluminum kitchenware and finally steel kitchenware, as it still does today. We carry out production at two facilities in Kahramanmaraş.

Would you give us information about your production figures?

We manufacture with 350 people in total at two facilities covering 20 thousand and 7 thousand square meters. Our daily capacity is 20 thousand items in total, which comprises 15 thousand pots and 5 thousand kettles. We export nearly 35 percent of our production volume. We offer the remaining portion to the domestic market.

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

Our new designs begin with the efforts of our R&D department, thus we can say this department exists. The design work is carried out jointly by the relevant technical team and the marketing staff. We also heed the ideas and opinions of our customers in this regard. The most important matter we consider while designing a new product is

that the product is unique to our company, and is far from being an imitation.

Indeed, each of our products has a design

DO YOU EXPORT, AND WHAT ARE THE COUNTRIES IN YOUR PORTFOLIO? WOULD YOU GIVE US INFORMATION ABOUT YOUR EXPORT FIGURES?

certificate registered to our company.

Yes, we do. In addition to many European countries, mainly Germany, Austria, France, Belgium, the Netherlands, Bosnia and Herzegovina, and Romania, countries in the Middle East and North Africa such as Saudi Arabia, Egypt, Jordan, Lebanon, Kuwait, United Arab Emirates, Iran, Libya, Tunisia, Algeria, and Morocco are also included in our portfolio. We have also succeeded in entering the United States and Canada markets in North America and Brazil and Argentinean markets in South America, as of 2014. Our total export volume is 4 million dollars by 2013 figures.

What kind of feedback do you get from fairs you attend?

Today, fairs are indispensable for

businesses. Hence, we attach quite a lot of importance to the matter. You are bound to have feedback as long you present the product in a good manner, and introduce your company well to the visitor at the fair. Because, due to time limitations in fairs, the visitor is not always able to give you an immediate response. The real work starts after the fair.

Would you tell us of your product varieties?

Many stainless steel products such as steel pots, pans, pressure cookers, kettles, and coffee pots.

Do you have overseas dealerships?

Yes, we work with the dealership system in some countries.

WHAT DO YOUR PLANS FOR 2015

As is the case every year, this year's priority objectives include making sure that our enterprise continues to operate under the conditions required by the age, through constantly changing and renewing technology. Unfortunately today, businesses that fail to renew themselves or to keep abreast of the age are doomed to disappear after a certain time. Hence, we say innovation is a must. Aside from these, our goal is to further increase our commercial volume in local as well as overseas markets, by opening up to new markets abroad, and becoming more active in our current markets, raising our export to minimum 50 percent, and to raise the Görgel brand to the position it deserves.

Elegant Lines For Tableware nann 13 - 17 February 2015 Ambiente Fair in Frankfurt, Germany Hall 3.0 Booth H.50 narin www.narinmetal.com

kitchen udra



e spoke with Burhan Kır, the owner of Dünya Plastik of the development of the plastics sector, of Dünya Plastik's place in it, its production figures and varieties.

HOW LONG HAVE YOU BEEN IN THE PLASTICS SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY'S FOUNDING PROCESS?

Our company began operations in 1973 in the plastics sector. Our objective setting out is to have a say in national markets with the quality, aesthetics, and functionality of our products. We have, for over 40 years, continued to be a pioneering company in the sector with our customer oriented and high quality product range, without compromising our objectives and by renewing ourselves constantly.

Would you give us information about your production figures and business volume?

We produce over 4 thousand tones each year, comprising 400 distinct products in the bathroom products, kitchen products, and children's products groups.

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

We create our designs as a result of R&D efforts performed in accordance with the supply and demand of our market. Our priority objective is to develop innovative models and designs.



"OUR PRIORITY OBJECTIVES INCLUDE MAKING SURE THAT OUR ENTERPRISE CONTINUES TO OPERATE UNDER CONDITIONS REQUIRED BY THE AGE. TODAY, BUSINESSES THAT FAIL TO RENEW THEMSELVES OR TO KEEP ABREAST OF THE AGE ARE DOOMED TO DISAPPEAR AFTER A CERTAIN TIME. HENCE, WE SAY INNOVATION IS A MUST."

WOULD YOU TELL US OF THE INVESTMENTS YOU MADE IN 2014?

In 2014 we expanded our machine park with state-of-the-art machines and more efficient product moulds.

DO YOU EXPORT, AND WHAT ARE THE COUNTRIES IN YOUR PORTFOLIO? WOULD YOU GIVE US INFORMATION ABOUT YOUR EXPORT FIGURES?

Our company exports mainly to Russia, Countries of Central Asia and of the Balkans, as well as of Middle Eastern countries, North Africa, the U.S. and European countries.

What kind of feedback do you get from fairs you attend?

We regularly attend the Züchex/ Istanbul, Ambiente / Frankfurt, Züchex / Indonesia fairs. In line with our expanding product portfolio, we enter new markets each year and increase the number of our dealerships in our current markets.





Would you tell us of your product varieties?

To make a general classification, we can divide our products as plastic bathroom and kitchen products. Thus, our products can be listed in brief as storage boxes suitable for contact with food, cutlery and dish holders, garbage bins and laundry baskets.

Do you have overseas dealerships?

We have distributors, dealerships, or partners in different markets, depending on the market structures of the countries to which we export.

What do your plans for 2015 entail?

We plan to increase our domestic and overseas market share in a controlled fashion, through our R&D efforts, and keeping abreast of the rapidly developing plastics sector and technology.

"WE, AS O.M.S COLLECTION
EXPORT TO CLOSE TO 45
COUNTRIES. WE EXPORT
TO THE ENTIRE
MIDDLE EAST AND
TO 75 PERCENT OF

RENOWNED FOR ITS EXPORTS"

TALHA ÖZGER

O.M.S. COLLECTION FOREIGN TRADE MANAGER

EUROPE. WE EXPORT
NEARLY 60 PERCENT OF OUR
PRODUCTION VOLUME."

e had an interview for Talha Özger, O.M.S. Collection Foreign Trade Manager for Kitchenware, who stated that they would be ready for automated production as a result of their investments in their factory in 2014.

HOW LONG HAVE YOU BEEN IN THE METALWARE SECTOR AS O.M.S COLLECTION? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY'S FOUNDING PROCESS?

Our company has operated within this sector since 1976. Our manufacturing facility is in Istanbul, with approximately 15 thousands of indoor space. Our company employs 250 people.

What do you think of the point the metalware sector has reached today?

The level which the sector has reached today, is constantly rising. The consumer is becoming more aware and I believe that companies which keep up with technology will be in very good positions 10 years from now.





Would you give us information about your production figures and business volume?

Our factory manufactures 120 steel pots and 120 thousand burn-resistant, non stick ceramic or Teflon pots and pans per month.

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

We create our new designs ourselves. We are in the process of forming a R&D department.

WOULD YOU TELL US OF THE INVESTMENTS YOU MADE IN 2014?

In 2014, we purchased moulds and machines to produce new models. These machines will allow us to eliminate human labor and carry out automated production.

DO YOU EXPORT, AND WHAT ARE THE COUNTRIES IN YOUR PORTFOLIO? WOULD YOU GIVE US INFORMATION ABOUT YOUR EXPORT FIGURES?

Our company is renowned for its exports, and we export to close to





45 countries. We export to the entire Middle East, to 75 percent of Europe and to other countries. We export nearly 60 percent of our production volume.

What kind of feedback do you get from fairs you attend?

We usually receive positive feedback from the fairs we attend, though naturally this varies depending on the state of the country.

Would you tell us of your product varieties?

Steel pots, steel kettles, coffee pots, pressure cookers, trays, burn-resistant nonstick ceramic pots, pans, burn-resistant nonstick Teflon pots and pans, etc.

Do you have overseas dealerships?

Yes, we have overseas dealerships in all countries to which we export.

What do your plans for 2015 entail?

We aim to increase our export figures in 2015. We also aim to have everyone know of our brand, and our quality.



HASAN HASKARAMAN

MEMBER OF THE BOARD OF DIRECTORS

asan Haskaraman, Member of the Board of Directors shared the story of Silver from its founding to date with the Kitchenware magazine.

How long have you been in the METALWARE SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY'S FOUNDING PROCESS?

Our company was founded in 1958 in Kayseri, and has been in the metalware sector for over 35 years. The first building blocks of Silver Ticaret A.Ş. were laid in 1958 with the founding of Dökümiş Ltd. Şti. and the company has since progresses with a principled, innovative, and quality conscious approach. It will continue to move forward with confidence and quality products and services, and contributions to the national economy.

What is the point the metalware SECTOR HAS REACHED TODAY?

I believe that the metalware sector is at a good place today. We have a lot of hope that this successful process will continue in the future as well.

Would you give us information ABOUT YOUR PRODUCTION FIGURES AND **BUSINESS VOLUME?**

As a company, we annually produce 150 thousand cast pots and pans.

"A HIGHER VOLUME AND HIGHER QUALITY OF PRODUCTION THROUGH OUR NEW ENAMELING PLANT THAT WILL BE COMPLETED AT THE BEGINNING OF 2015 IS FOREMOST AMONG OUR PLANS FOR 2015."



How do you create new designs? Do YOU HAVE A R&D DEPARTMENT?

R&D is very important for us. Therefore, we invest in our R&D department. We create new designs in this department, and commence production according to the preferences of our customers.

Would you tell us of the **INVESTMENTS YOU MADE IN 2014?**

In 2014, we are adding the new automated enameling plant conforming to European standards, and the enamel baking oven to our portfolio.

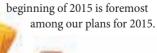
Do you export, and what are the **COUNTRIES IN YOUR PORTFOLIO?**

We export to European and Middle Eastern countries. We attend many local and overseas fairs. We get good results from the fairs we attend. We will assign greater importance to fair organizations in the period ahead. We believe that we will receive favorable and significant returns.

Would you tell us of your product VARIETIES?

Our major products are enamel coated cast iron pots, pans, grills and industrial kitchen wares.

What do your plans for 2015 entail? A higher volume and higher quality of production through our new enameling plant that will be completed at the





TUĞRUL BARAN GENERAL MANAGER OF LAV

"WE ARE THE WORLD'S YOUNGEST GLASS MANUFACTURER"

AV manufactures up to 2 million items per day at two factories set on a total area of 300 thousand square meters in Kütahya, Turkey; and exports half of its production volume. Tuğrul Baran, General Manager of LAV who reported that they export to 130 countries led by France, Spain, and Egypt, and ranging from Brazil to China and the Philippines answered our questions regarding the company.

HOW LONG HAVE YOU BEEN IN THE GLASSWARE SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY'S FOUNDING PROCESS?

As Turkey's table glass manufacturer Gürallar, we have renewed or corporate identity towards becoming a global brand. We have taken the decision to carry the ArtCraft brand into the future under the name of LAV. The Gürallar Group will take on a more dynamic, congenial, interactive structure with stronger communication with its new brand and corporate image. Gürallar ArtCraft which began operations with the glass furnace it fired in 1996, has gone about reinventing its corporate identity in order to increase its influence in the domestic and foreign markets, and to become a brand with staying power for the future. Although we is one of the younger brands in the sector, we are among Turkey's leading manufacturers. We will henceforth continue production under the LAV brand. As LAV, we are one of the largest table glass manufacturers in the world. We have been manufacturing table glass in Turkey for 18 years. While being the youngest glass manufacturers in the world, we are among the 6 largest companies in the world in the glassware sector.

"LAV HAS BEEN
MANUFACTURING TABLE
GLASS SINCE 1996. ASIDE
FROM BEING THE YOUNGEST
PLAYER IN THE GLOBAL
GLASS SECTOR, WE ARE
CURRENTLY THE 6TH LARGEST
MANUFACTURER IN THE



Would you give us information about your production figures and business volume?

LAV manufactures up to 2 million items per day at two factories set on a total area of 300 thousand square meters in Kütahya, Turkey. We are the factory that manufactures factories. As the technology development unit pertaining to table glass production machines at TEKNOPARK, we operate with 30 employees on a total area of 850 square meters. Here, special machines found in the world only at LAV are developed, and special projects are implemented with universities and TÜBİTAK (The Scientific and Technological Research Council of Turkey). LAV manufacturers a total of 3500 items at facilities employing 2000 people.



DO YOU EXPORT, AND WHAT ARE THE COUNTRIES IN YOUR PORTFOLIO?

We export half of our production volume. We export to 130 countries led by France, Spain and Egypt, and ranging from Brazil to China and the Philippines.

Would you tell us of your product varieties?

Each year, we manufacture 700 million table glass items from tea sets to storage boxes, beverage glasses to soup bowls. We currently sell our products at 17 thousand sales corners, and are followed by approximately 80 thousand women from our social media account started 4-5 months ago.

MAP OF GLASS FROM LAV:

- The product that is sold the most in Turkey is the tea glass.
- The number of LAV tea glasses sold per year is 150 million
- Central Anatolians purchase jars the most after tea plasses.
- Mediterraneans buy more than twice as many beer classes as those in Istanbul.



ORHAN AKSOY OWNER OF ŞENSOY-SEDEN MADENİ EŞYA

"WE SELL TO 21 COUNTRIES UNDER

THE SEDEN BRAND"



rhan Aksoy, owner of Şensoy-Seden Madeni Eşya who expressed their goal of extending their product range in 2015, making sure that the brand reaches more consumers, answered Turkish Kitchenware's questions.

HOW LONG HAVE YOU BEEN IN THE METALWARE SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY'S FOUNDING PROCESS?

As Şensoy-Seden Madeni Eşya which has been operating in the steel kitchenware sector since 1988, that is for 26 years, we have started our journey in Süleymaniye as manufacturers of steel moulds. Our company currently proceeds as a world class manufacturer and seller at its 1500 square meter factory within the

"WE HAVE AN EXPORT PORTFOLIO WHICH COMPRISES
PREDOMINANTLY OF MIDDLE EASTERN COUNTRIES. WE ALSO
EXPORT TO 21 COUNTRIES INCLUDING MANY EUROPEAN
COUNTRIES, CANADA, AND THE U.S.. OUR COMPANY RANKS
WITHIN IDDMIB'S (ISTANBUL FERROUS & NON-FERROUS METALS
EXPORTERS' ASSOCIATION) TOP 1000 FIRMS IN TERMS OF EXPORT."

İkitelli Organized Industrial Estate. Our company continues to increase its brand recognition with the trade name of Seden.

Where do you see the sector today, and what is your prediction for its condition in 10 years?

Today, our metalware sector has the power to compete with many European giants in terms of quality, product design, and diversity. These objectives are reached by research, development, design, branding, and by making a difference. The goal for 10 years from now is to make 25 billion US Dollars corresponding to 5% of the 500 billion dollar export objective set for 2023, the 10th anniversary of the Turkish Republic.

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

The needs of the sector are determined, and the products

to meet them are designed by our internal R&D department.

DO YOU EXPORT,
AND WHAT ARE
THE COUNTRIES IN
YOUR PORTFOLIO?
WOULD YOU GIVE US
INFORMATION ABOUT
YOUR EXPORT FIGURES?

We have an export portfolio which comprises predominantly

of Middle Eastern countries. We also export to 21 countries including many European countries, Canada, and the U.S.. Our company ranks within IDDMIB's (Istanbul Ferrous & Non-Ferrous Metals Exporters' Association) top 1000 firms in terms of export.

WHAT KIND OF FEEDBACK DO YOU GET FROM FAIRS YOU ATTEND?

We mostly attend foreign fairs. The feedback we receive is positive, and we forge lasting customer relations.

Would you tell us of the investments you made in 2014?

We have increased our market share by diversifying our product range.

Would you tell us of your product varieties?

Our product range includes tea sets, cutlery sets for dinner/dessert, dinner services, serving platters, fruit dishes, cake server sets, service trays of various dimensions, coffee pot sets, cream pitchers of various dimensions, saucers, teaspoons, sugar tongs, and sugar bowls.

Do you have overseas dealerships?

Yes. We have dealerships in Egypt and Tunisia.

What do your plans for 2015 entail?

Our goals for 2015 include increasing our share of the world market by expanding our product range, and to increase the brand recognition of Seden on a nationwide basis.



HIDAYET GENÇ OWNER OF MERT GIFT SHOP

"WE BRING TURKISH TILES TO 32 COUNTRIES"

"WHILE OUR PRODUCTION VOLUME IS SUFFICIENT TO EXPORT TO 32 COUNTRIES, WE ARE WORKING TO INCREASE IT EVEN FURTHER WITH NEW CAPABILITIES. WE WANT TO PUBLICIZE TURKEY AND TO DEMONSTRATE THE WIDE RANGE AND VARIETY OF OUR HANDICRAFTS TO AS MANY AND DIVERSE SOCIETIES AS WE ARE."

idayet Genç, the owner of Mert Gift Shop, said that the art of tile making, which is one inherited from father to son, has come to be known in the world over recent years and reported that they had been in the souvenir sector since 1996 and brought Turkish tiles to 32 countries. Genç related their plan to take more visits abroad in 2015, attending prestigious fairs where they could have direct access to buyers, and to increase their production by seeking different markets, and answered our questions.

HOW LONG HAVE YOU BEEN IN THE SOUVENIR SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY'S FOUNDING PROCESS?

We have been in the souvenir sector since 1996, and we have been exporting for 14 years. Our work is an art that is usually inherited from father to son, and I hope those who come after us keep this art alive. Tile products have begun to be known around the world in recent years. We can make the most of this, and blend the old and the new with contemporary colors and patterns. I am sure that it will be in an even better place in the years to come.

Would you give us information about your production figures and business volume?

While our production volume is sufficient to export to 32 countries, we are working to increase it even further with new capabilities. I can say that our product range is very wide; our principal products include decorative bowls and plates which can also be used. We also have İznik tiles, vases, and various figurines.

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

The patterns in tile production depends completely on the person doing them, in other words the person draws and paints what he or she thinks of at the time. This renders the product unique. Of course, the product can be painted and drawn according to any special pattern and color requested by the customer.

WOULD YOU TELL US OF THE INVESTMENTS YOU MADE IN 2014?

Our largest investment has been reaching a greater number of people through new fairs. We promote with various advertisements and exhibitions.

What are the countries on your export map? What kind of feedback do you get from fairs you attend?

We export our products to 32 countries. In this way, we demonstrate the





wide range and variety of our handicrafts to as many and diverse societies as we are able. We usually work with large chain stores overseas, and there are also some countries to which we have dealerships. Fairs are really very important, and our products are very popular at almost any fair we attend. We are naturally very pleased by this.

WHAT DO YOUR PLANS FOR 2015 ENTAIL?

We plan to take more visits abroad in 2015, attending prestigious fairs where they could have direct access to buyers, and to increase their production by seeking different markets. We also wish to continue our efforts to discover new talents who wish to learn the art of tile making in earnest, and to offer them new opportunities.





"QUALITY, AESTHETICS, AND DURABILITY ARE ESSENTIAL FOR OUR DESIGNS"

"QUALITY, AESTHETICS,
AND DURABILITY ARE THE
PRIMARY ESSENTIALS OF
OUR DESIGNS. WE MAKE
A POINT OF TAKING OUR
CUSTOMERS' DEMANDS
AND OPINIONS WHILE
DESIGNING ANY PRODUCT."

e interviewed
Bilal Demiroğlu,
who related they
had entered the
appliances market
with round ovens, and added electric
stoves, heaters, and grills and that they
aimed for overseas markets since the
beginning.

Would you inform us of the founding and progress of Asel Madeni Eşya, which has been in the sector for 35 years?

We have operated in the small appliances sector in Istanbul, since 1979. Our first product was the round oven, in time we added the electrical stove, heater, and grill. We aimed for overseas markets since the beginning. We made our first export in 1987, and thus further expanded our product range

We currently export to 60 countries 35 types of mini ovens, toasters, electrical stoves, electrical pizza cookers, barbecue, and heater groups, all of which we manufacture at our own facilities. We are proud in ranking 10th among appliance companies who have had the highest export volume in 2012. The fact that all companies included in this ranking have the full size oven and built-in appliance series, which we do not manufacture and that we rank in the top 10 solely with the mini oven group is a considerable achievement.

WHAT SETS YOUR PRODUCTS ASIDE FROM THOSE OF OTHER COMPANIES?

The most significant aspect distinguishing our products from others in the market is that they ensure more economical and healthier cooking for the consumer in a very short time, by





BİLAL DEMİROĞLU
OWNER OF ASEL MADENI EŞYA
http://tr.asel.com.tr

Brand history

virtue of the technology and design that we employ. The fact that it is a prerequisite in our products to ensure the homogeneous dispersion of heat in the food, thus making our product appealing to the palate and cooking habits of a wide range of people is the principal aspect which sets our products apart from others.

WHAT DO YOU PRIORITIZE IN DESIGN?

Quality, aesthetics, and durability are the primary essentials of our designs. We make a point of taking our customers' demands and opinions while designing any product. We add value to the products we design by considering the local tastes and demands of the markets where we offer our products, during the design stage.

Would you tell us of the latest PRODUCTS YOU RELEASED TO THE MARKET?

We added three new products to our product portfolio in 2013. The first of these is our halogen oven Firizga. As its name suggests, our Firizga is an economical and unique product which combines the classical mini oven with the barbecue. With this appliance, you can do your everyday cooking and also throw barbecues. Since halogen light directly penetrates the food, food can be grilled in a delicious and nutritious way, in a very short time and at the cost of minimum energy. The natural essences





of food are preserved while all harmful fats are eliminated. Another product is the multipurpose cooker Pizzamatik. Using this, you can cook a wide variety of dishes from pilaf to black cabbage, mixed vegetables and even beureks in the shortest time and to suit your palate. This product is indispensable particularly for large families.

Our third new product is the electrical stove. We included this product in our manufacturing plan in response to intense demand from our potential customers. We designed it as an economical and simultaneously aesthetically pleasing cooker, and combined our three new products with our remaining product ranges in 2013.

WHICH FAIRS DO YOU ATTEND? WHAT PREPARATIONS DO YOU MAKE BEFORE FAIRS?

The most important local fair where we come into contact with existing and potential customers is Züchex. The most important overseas fair we participate in is the Canton fair in China. We were





among the first to realize that China was the most important country to make our name in the international arena. Our greatest goal is to design a product before, and exhibit this product at these fairs.

THROUGH WHICH CHANNELS DO YOU SELL YOUR PRODUCTS IN TURKEY?

We sell our products in chain stores in large shopping centers and all around the country by distribution via regional wholesalers. We are also business partners of distinguished companies in our sector. To elaborate, we provide OEM service to these long-established companies. We differentiate our products according to the market strategies of brands, and give them an identity within the entire product range. Our products are available in all sales channels where these esteemed brands are found.

Do you have overseas dealerships?

Our method of operation varies according to the commercial conditions of the countries to which we export. While we sell under our own brand in many countries, we manufacture OEM goods for powerful local and national brands in other countries, and enter the market under the brands of our clients. In some countries, we also reach the end consumer through direct sales to chain stores.



kitchen

ART OF GL

GLASSBLOWING IS AN ART FORM THAT IS STEEPED IN THE CULTURAL HERITAGE OF ANATOLIA. THE GLASS OBJECTS THAT WERE PRODUCED AT THE WORKSHOPS, WHICH WERE FIRST ESTABLISHED IN PAŞABAHÇE ISTANBUL DURING THE 17TH CENTURY AS A RESULT OF THE VALUE AND SIGNIFICANCE PLACED ON ARTS DURING THE OTTOMAN EMPIRE, ARE ON DISPLAY AT MUSEUMS TODAY. THE MOST IMPORTANT ADVANCE IN THE ART OF GLASS IS CONSIDERED TO BE THE GLASSBLOWING TECHNIQUE. LET'S TAKE A CLOSER LOOK AT THIS ART.

ksar Glass is produced by melting silica sand with potash, soda, lime and other materials at 1,500 - 1,600 degrees centigrade.

Molten glass can be formed into various shapes at 1,100 - 1,200 degrees centigrade.

It is suggested that the discovery of the glassblowing technique is the most important advancement in the art of glass. This technique is claimed to be discovered by Phoenicians in the middle of 1st century BC, but the true use of the technique began when a metal tube, which is generally called a blowpipe, has begun to be used. Merging the blowpipe together with the glassblowing technique is striking as a milestone in glass production. By the way, one common aspect of glass objects that were produced during Seljuk and Ottoman periods is that they were all produced with the glassblowing technique.



THE GLASS FURNACE FOUNDATION

The Glass Furnace is a place situated on 20,000 square meters by the Riva River in Beykoz where you can enjoy the solitude in nature and arts. The Glass Furnace provides the opportunity to learn all the categories about the art of glass while it offers the experience of the quietude of fresh air and nature during the months of spring. You can participate in team work training at the furnace workshops as a team and produce your first common artwork together. You can also develop your personal skills at bead making and fusing technique workshops, and have an enjoyable time.

Nostalgia



to display their mastery. In this way, many pieces were produced in various shapes, colors, and ornaments.

One of the most important aspect in glass production is transparency. This property does not bear such a significance for any other material. Glass is not visible as much as other materials since it is transparent. Naturally, it is more difficult to create designs with an invisible material.



TRANSPARENCY IS THE MOST IMPORTANT ASPECT

Using the glassblowing technique, the molten portion of glass, called a "gather", begins to cool a little after blowing puffs of air into it and at this point, it can also be shaped into a bigger form by dipping it into molten glass again. In scooping technique, the glass blob is cooled into a globe, and the blob takes the desired form in the scoop by constantly rotating the pipe and when the blob reaches proper temperature, the blowing technique is applied. After the blowing procedure, glassblower either works on the free form or uses a glass mold (shaping the blob by blowing it into a mold). The glass can be optionally colored during either of all these stages by using special glass paints in crystal form. Aside from blowing and free-forming, another extensively used technique is molding (the glob of molten glass is poured into a mold). The property of molten glass to take shape allowed those who have worked with this material









IMMIB (ISTANBUL MINERALS AND METALS EXPORTER'S ASSOCIATIONS)

TAKES THE SCENE AT AMBIENTE WITH 67 FIRMS



he Ambiente 2015 fair, held annually as the world's largest fair in the kitchen and house wares sectors is held between February 13-17, once again with high attendance of Turkish firms. The national participation in the Ambiente 2015 fair, where over 50 Turkish brands meet visitors and participants from all around the world is organized by IMMIB.

Aside from individual participants, IMMIB participates in the Ambiente fair, in which Turkey has participated on a national scale for the 20th time, in halls 3.0, 5.0, and 10.1, taking the scene with 67 firms. Turkish firms which offer a wide product range including metal kitchenware, small electrical appliances, plastic kitchen and house wares, glass items, yard furniture

Turkey Discover the potential and gift items draw the attention of purchasers with their competitive prices and superior quality products.

We invite you readers, to the Turkish national booths to get information on Turkish brands. Through other sector reports and lists of manufacturing firms, you will have the chance to access not all firms at the fair, but also all firms in the sector.

120 TURKISH BRANDS ATTEND THE AMBIENTE FAIR

Having been held for 67 years, the



Ambiente fair is the prestigious far for firms operating in the house and kitchen wares, and souvenir sectors. The Ambiente Fair where the world's leading firms and countries

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 İMMİB ORGANIZED A NATIONAL PARTICIPATION ORGANIZATION.

make an appearance, where all firms offer their new products and designs to the market while getting a chance to observe the sector and their competitors, is recognized as the most significant fair in its area.

While the Ambiente Fair, in which our national participation has been organized by IMMIB for 20 years, remains indispensable for Turkish firms, participating companies have made significant headway in export. 4 thousand 749 companies and organizations from 89 countries attended the Ambiente 2014 fair. Firms based outside Germany made up over 70 percent of participants.

The fair, where the total number of Turkish firms participating on their own or as part of the national organization, was visited by 143 thousand 789 local and foreign visitors from around the world. Visitors from outside Germany made up over 50 percent of visitors. These visitors came from Italy, France, the Netherlands, U.S.A., and Great Britain in the order of number of visitors.



THE TURKISH HOUSE AND KITCHEN WARE SECTOR

WAS IN CANADA

he seventh overseas marketing event of the Turkish House and Kitchen Wares Overseas Marketing Team, whose project was developed within the framework of the Communiqué of the Ministry of Economy of the Republic of Turkey on the Support of International Competitive Power, by the Istanbul Ferrous & Non-Ferrous Metals Exporters' Association (IDDMIB), in collaboration with the Istanbul Chemicals and Chemical Products Exporters' Association (IKMIB), and the Turkish Housewares Association (ZUCDER).

10 participants from 9 companies included within the project cluster, one observer from the Ministry of Economy and two representatives of IDDMIB took part in the event held between September 13-19, 2014. A seminar was held on September 14th, with the purpose of imparting information on the Canadian market. During the informative seminar, the TFO Canada representative Alma Farias shared general information on the Canadian market.

The event held in Toronto was attended by 15 Canadian firms, and 67 bilateral business meetings were held in total. 13 Canadian firms participated in the bilateral business meetings event held on September 18th, and 38 bilateral business meetings were held in total.



AN ORGANIZATION FOR THE ZUCHEX INDONESIA FAIR BY IMMIB

The Zuchex Indonesia fair was held on 13-15 November, 2014, at the Jakarta Convention Center (JCC) which is one of the two fair venues in Jakarta, where trade fairs as well as product launch events, various seminars, and meetings are also held, and which is in close proximity to the hotels district. The Turkish national participaton in the International Zuchex Indonesia Houseware and Gift Fair 2014 was organized for the first time this year by IMMIB. Kitchen and table wares, home decoration items, small appliances, bathroom accessories, cleaning products, garden furniture, handicrafts, and lighting products were displayed at the fair. The Zuchex Indonesia Fair is distinguished as being the first of its kind in these categories in the country of Indonesia.

13 of our companies were given the chance to participate in the Turkish booth which had been allocated 322 square meters in Hall B of the Jakarta Convention Center; and throughout the fair, kitchen, bathroom and house wares of stainless steel, aluminum, plastic, melamine/glass, handcrafted ceramic items, ironing boards and stove-cooking appliances were displayed by our participating firms.

Since the fair end report of the Zuchex Indonesia Fair for 2014 has yet to be disclosed, detailed statistical data pertaining to participants and visitors are not available. However, if one were to paint a picture with general figures, a total of 97 participating firms displayed their products, 41 of which were from Turkey, 34 were from Indonesia, 8 were from China, 8 were from Taiwan, 3 were from Singapore, 2 were from India, and 1 was from South Korea. The total number of visitors was declared as 3 thousand 129.

This is the first time a fair has been held on this theme in Indonesia, which is a country of interest for the kitchen and house wares sector for its population of 250 million, the fact that it is a G20 country and included within the list of target countries of their ministries.





46 TURKISH FIRMS IN TOTAL ATTENDED THE PARIS PACKAGING FAIR, HELD IN PARIS WITH THE PARTICIPATION OF 1500 FIRMS AND 500 BRANDS WORLDWIDE. THE NATIONAL PARTICIPATION BOOTH WAS LOCATED AT THE ENTRANCE OF THE 6TH HALL. OVER 55 PERCENT OF THE FAIR'S PARTICIPANTS COME FROM OUTSIDE FRANCE, AND THE FAIR RECEIVES OVER 100 THOUSAND VISITORS FROM 100 COUNTRIES.

urkish products took the stage on the international arena with 46 Turkish firms participating in the 2014 packaging fair held in Paris, France between the 17th and 21st of November, 2014. The national participation booth was located at the entrance of the 6th Hall. The fair was also attended by the winners of the Student and Professional categories of the 1st Plastic and Metal Packaging Design Contest, Merve Bayram, Mehmet Berberoğlu, Anıl Ercan, and Utkan Kozalan.

Innovation was foremost in the agenda of the fair whose themes were general packaging and containers, food packaging machines, food packaging and containers, general packaging machines, beverage and liquid packaging, hygiene and beauty products packaging and packaging machines, secondary packaging and packaging for logistical purposes, packaging of raw materials, consumer packages, film and labeling technologies sectors. During the fair, a great variety of conferences, panel sessions, and exhibitions pertaining to innovation were organized.

Examples of packages and services from relevant industries, deemed innovative by fair organizers were displayed within the framework of an exhibition titled "Pack Innovation" within the 6th Hall. The team comprising our national participants also visited an exhibition area on the projects that won the Dieline Awards, the international packaging design award program. Also within the 6th Hall, the exhibition of student projects to emerge from the packaging design project titled Best Pack, in which students from the ITU Industrial Product Design program participated as well as various universities from European countries was visited and full day design workshops were observed on this theme.

Our team also attended the seminar titled Japanese Easy&Style Packs, of the "Pack Vision" conferences within the framework of fair events. A meeting was held with Ömer Karadeniz, Member of the Board of Directors of the Istanbul Chemicals and Chemical Products Exporters' Association (IKMIB) and the national fair booth organized by the Istanbul Exporter's Association (IIB) was also visited. A meeting was arranged between the designers and the Turkish Ambassador to Paris, Hakkı Akil within the scope of this visit.

AWARD FOR BURAK AKTAŞ

The packaging design which measures the amount of poured Spaghetti, created by the Turkish designer Burak Aktaş won an award in the student category of Dieline design awards at the fair. www.thedielineawards.com

It was also noticed that hermetic bag packages for drinks currently sold in glass containers have also gained popularity as alternative packages. One design developed and patented by an American firm as a solution to the problems of hygiene and loss of fizz in aluminum box packaging also drew particular attention.

Participant Statistics: Approximately 1500 firms and 500 brands participated in the fair. 55 percent of participants came from outside of France. There was an average of 139 new contact persons per participant.

Visitor Statistics: The fair has over 100 thousand visitors from 100 countries. 36 percent of visitors came from outside of France. 76 percent are decision makers. 43 percent do not visit other fairs.







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