

turkish kitchen

SPRING 2015 ISSUE 18 A COMPLIMENTARY COPY FROM İMMİB

ware

IH+HS 2015
HONG KONG HOUSE
WARE FAIR 2015

STYLE
**FUNCTIONAL AND
COLORFUL**

CHEF
İLHAN GÜLER

BRAND HISTORY
KING



**INNOVATIVE
IDEAS
UNIQUE
DESIGN**

lux
plastic



AMBIENTE 2015
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Frankfurt / Germany
Hall 6 Stand No :D031



IH&HS 2015 CHICAGO/USA
07/10 MARCH
Hall North Building
Stand No :N7247



**HONG-KONG
HOUSEWARE FAIR 2015**
20/23 APRIL
Stand No :3B B02



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kitchen ware edito



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 once again happy to meet with you at the International Home&Housewares Show 2015 in Chicago, which is recognized as one of the significant fairs in the industry in terms of house wares, kitchenwares, and cooking equipment, in which we participated for the 11th time and with 20 Turkish companies. Another fair where we met is the Hong Kong Houseware fair... We are also attending this fair for the 11th time this year, and plastic and metal hose-bathroom wares, stainless steel, cast iron and aluminum cookware and glass souvenir product groups will be displayed in the national participation booths of 23 Turkish companies.

We would like to give you news of an event we had held last year. The eighth overseas marketing event of the Turkish House and Kitchenwares Overseas Marketing Team was held with a focus on Sweden and Denmark. 14 participants from 12 companies included within the project cluster, two officials and project partners representing İDDMİB as well as one person representing İKMİB took part in the event held between November 23-28, 2014.

Let us briefly mention the titles we have included in our magazine, which we hope you will read with pleasure. In our brand story page, we were guests of King Pazarlama (King Marketing). Having manufactured the first thermos bottles in Turkey after its founding in 1953 and been incorporated in 1974, King Pazarlama has been manufacturing and importing small appliances for the home since 1985. Other firms we interviewed were Aker, Alco, Bager Plastik, Doğuş Plastik, Egemen, Luyano, Nouval, and Rositell.

In our styling pages we compiled many products designed by the Turkish kitchenware sector and presented them to you, to add to your list of needful things. We do not doubt that you will be interested in the brand new designs of Turkish companies which choose to remain in the foreground with their quality and design.

We have also interviewed successful designers. Ali Bakova, Aslı Aydoğan, Meltem Maralcan, Özüm Özkan, and Semiha Kan were guests of this issue. İlhan Güler, who is currently the chef of the Wyndham Grand Istanbul Levent Carême Restaurant shared his story of how he began cooking, and his special recipe with Turkish Kitchenware.

As we wish success at the IHHS and Hong Kong fairs for participants and the entire sector, we hope you will enjoy the magazine we have prepared for you.



turkish kitchen ware

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Fat seeps out of meat when it is cooked. With regular grill pans, the fat burns and sticks on the meat as it cooks. Essenso has designed the convex shaped Bombé grill pan to drain this fat to the edge of the pan. Serve tasty food without the burnt fat!

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Adding some water to the edges of the Essenso Bombé grill pan will keep the fat from burning. Grill more and worry less about how the kitchen will smell.

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The fat that drains to the edges of the Essenso Bombé grill pan will not burn as it mixes with water. This allows for smoke-free grilling!


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esse.com.tr



WOOD-BLACK HARMONY FROM GÜRAL PORSELEN



A seven-piece ceramic pot set cooks the food in less oil without ever burning it and the food receives the heat equally all around, therefore not losing its nutritional value, thus adding zest to your meals. Güral Porselen presents this specially designed ceramic pot set with its wood-black harmony.

www.guralporselen.com.tr

PASIFIC TRAY FROM ANSAN



Ansan Metal ve Plastik Ltd. Şti. manufactures housewares, mainly bathroom accessories since 1987. Their production facility is located in Kıracı/İstanbul. They can process plastics, stainless steel, steel, aluminium in their facility. Their product is Pasific Tray. Decorative serving tray brushed 304 grade steel. www.ansan.com.tr

FROM NOUVAL



Developing the network in the world market Nouval product range continues to expand. The new generation of ceramic coated non-stick PFOA-free products is dazzling with quality and elegance. Nouval healthy and environmentally friendly products are continuing to take place in the kitchens with beautiful colors from each other.

www.nouval.com.tr

ARÇELİK IN LOVE

The K 8235 HB- Arçelik In Love Hand Blender Set with its high performance cutting, chopping, and whipping features, star-shaped blade system, and 6 stage speed setting can be used for all kinds of food. The In Love Hand Blender Set is equipped with lidded non-slip measurement jar, non-slip cutting receptacle with lock, stainless steel whisk, and extra long chopping stick which does its job without splashing. The product is ideal as a present on special days.

www.arcelik.com.tr



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Multipurpose
Bucket



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İNOKSAN
DISHWASHING
MACHINES ARE
ENVIRONMENT
FRIENDLY

WATERFALL FROM TITİZ PLASTİK

Waterfall sink strainer from Titiz Plastik is a multi-purpose product. It prevents your sink from being clogged with whatever falls out when fruit and vegetables are being washed. The product can also be used to dry dishes and as a cutting board. The Waterfall sink strainer which serves many purposes has a fine design too.

www.titizplastik.com



Inoksan's BYM series are pot and vessel washing machines which can be installed under the counter. They are hooded and conveyor type and can be adjusted according to what is to be washed. They provide perfect hygiene and are very economical. They are equipped with properties such as, programmable thermostat, heat adjustment, rinsing at 85 degrees, automatic water intake, error messages, audible warnings, and duration adjustment. The Inoksan BYM 052 has 3 different work modes in its 3 different work programs. With short, medium, and long timing characteristics this adds up to 9 different programs and standard, active, and thermostat working modes. The BYM with its serious water and electricity savings contributes positively to the water levels in the reservoirs. Inoksan, a major leader in the industrial kitchen sector manufactures the industrial washing machines with due regard to the needs of the sector. The Inoksan dishwasher machines are designed environment friendly while meeting the demands of the sector at top level. Establishments with savings in mind while actualizing hygienic washing prefer Inoksan dishwashing machines.

www.inoksan.com

SILVER'S
CAST IRON POT FOR
GOOD HEALTH

Silver's cast iron pot provides healthy and tasteful food in your kitchen. The heat transfer of the cast iron pot is perfect; as a result, heat is distributed equally between the bottom and the sides.

Due to fast and equal heat transfer cooking is done at low heat in a short time, not giving a chance to the food to be burned whereas there is no need to constantly stir the food. Thanks to the special design of the pot lid by Silver A. Ş. the steam formed inside the pot will condense and get mixed with the food again thus producing fantastic aroma and taste and also enabling the food to keep its nutritional value.

Silver cast iron pot can be used with every cooker and oven.

www.silver.com.tr

GÖRAL PORSELEN

OSLO

NEW

A NEW BEAUTY IN TABLE SETTINGS

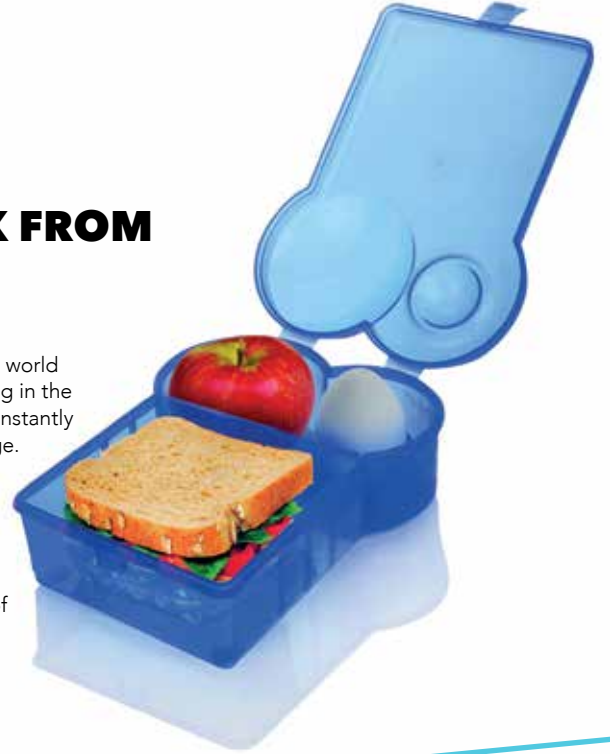
With new Oslo table settings you can inspire the guests and your loved ones. Excellent design approach makes your table different.





RIO LUNCH BOX FROM LUX PLASTIC

Lux Plastic which closely follows the developments and technology in the world and in this context keeps participating in the leading international sectoral fairs constantly adds new designs to its product range. The Rio Lunch Box is one of Lux Plastic's newest products. This product is a food box which has a special section for food like apples and eggs; it also has adjustable devices which enable easy carriage of food. www.luxplastic.com



RATTAN BOX FROM ÜÇSAN PLASTİK

Üçsan Plastik has been producing plastic household and kitchenware articles and flower pots since it was established in 1973. Üçsan Plastik located Silivri in Istanbul, having 11000 m2 closed area, has been manufacturing all its products from mould production to packing with its own skilled staff in its own premises. Üçsan Plastik has been working to satisfy of its customers need by producing the best with the cheapest cost at the shortest time. The new product from Üçsan Plastik is Rattan Box in different colors. www.ucsan.com.tr

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. www.evinoks.com

Zuchex

HOUSEWARES FAIR & LIFESTYLE

01 **04** **OCTOBER** **2015**
— **ISTANBUL** —
TUYAP EXHIBITING CENTER
VISITING HOURS: 09⁰⁰ - 19⁰⁰

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- Porcelain
- Kitchenware
- Home Textile
- Decorative Items
- Giftware
- Plastics
- Small Electrical Appliances
- Decorative Furniture
- Bathroom & Kitchen Accessories
- Lighting



THE "GOURMET CONCEPT" OF PAŞABAHÇE IS EXPANDING

Paşabahçe Cam while continuing its designs which maximize the sense of taste received from drinks has added to its series under the name of "Gourmet Concept" tea glasses in addition to wine goblets, boza, şalgam (turnip), and ayran glasses. Tests were carried out for Black Sea black tea, Black Sea green tea, herbal tea, and Earl Grey teabag tea with different glasses. The glasses were evaluated in detail according to their harmony with the aroma of the tea brands, their heat preservation, and their looks. In the end, slim-waisted glass for the Black Sea black tea, glass resembling the Far Eastern tea bowl for the Black Sea green tea, goblet type glass for herbal tea, and large glass for Earl Grey teabag tea were chosen.

www.pasabahce.com.tr

BAMBOO STONE FROM MEHTAP



Mehtap, the long-established kitchen brand presents its new product Bamboo Stone which is a mixture of new generation coating technology and new generation design, thus enabling you to cook tasty meals. Bamboo Stone pots and pans shorten the time spent in the kitchen and add elegance to your tables with their specially designed casing and handles. The water-based special coating of the Bamboo Stone series gives the series high performance in being non-stick, burn-proof, and scratch-proof. The series is easy to use and also comprises several functions as far as cleanliness and health are concerned. It is environment friendly with its low carbondioxide emission.

www.mehtap.com.tr

ÖZTIRYAKILER CONVECTION OVENS



Öztiryakiler, which has been the export giant of the sector for half of a century, is a candidate to be the greatest helper of chefs. Along with the fast-cooking and programming feature, the oven offers the rich cooking options such as steam and non-steam cooking. The oven has 8 different models, including gas and electric options, in order to answer every need and its two-level door prevents burns from temperature or steam. Capable of cooking your special meals quickly and at suitable temperatures without destroying the vitamin and mineral contents of your food, Öztiryakiler

Convection Ovens can help you cook a wide range of foods, including meat, chicken, fish, vegetables, rice, pizza and pasta with cheese, as well as many world cuisine recipes and also fry potato without oil.

www.ozti.com.tr

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BEKO TOASTER AS AN INDISPENSABLE PRODUCT FOR BREAKFAST

The Beko toaster with 38 mm wide toasting receptacles and special simit warming function is an indispensable product for the breakfast table. With its transparent front surface it also provides the means to observe how much the bread slices have been toasted. It is possible to toast the slices homogeneously with its infrared heating system. The toaster also has 7 toasting levels, defrosting, re-heating, and cancelling functions.

www.beko.com.tr

EMSAN HARD STONE PAN



Emsan Hard Stone Pans adds durability and quality to pans which are the most important factor for delicious food. The Hard Stone Pan with its burn-proof, non-sticky feature will help you prepare healthy and delicious food without using any oil.

The Emsan Hard Stone Pan with its granite structure can easily be used in ovens; as a result oven-cooked meals containing meat will retain their taste and will melt in the mouth. The Emsan Hard Stone Pan with its induction base has the characteristic of spreading the heat equally in the food and keeping the steam inside, thus capturing the taste in the food. The Hard Stone Pan with the heat sensitive point on its handle which changes color enables the cook to easily understand if the heat level is appropriate. The pan is also extra sensitive to being scratched and to corrosion. The Emsan Hard Stone Pans with their detachable handles will easily fit into dishwashers.

www.emsan.com.tr

PERFECTO POT SET FROM AKER



The Perfecto Pot Set from Aker with its telescoping ability which solves the space problem in the kitchens has a great deal of innovation attached to it. Four large pots take up only as much as one pot would, that is 23 cm. These products which are made of high quality material are in a way Aker's pride.

www.akermutfak.com



EKBER AMERICAN GN PANS ON SOCIAL NETWORK

The most social pans are Ekber American GN Pans. Ekber Company is producing and exporting stainless kitchen equipments since the year 1977. They have around 1000 customers in Turkey. They do export to 5 continents to 70 countries. In the last several years they export American GN Pans in huge demand. They produces and exports American GN pans to South and North America for years. The Company Ekber has opened a page on facebook for the pans. You can reach the page of GN pans from <https://www.facebook.com/americangnpans> and for all products from the page <https://www.facebook.com/ekber1977> www.ekber.com



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info@boraplastik.com.tr www.boraplastik.com.tr



KUŞAK (BELT) FROM KARMA KRİSTAL

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

AN ESSENTIAL PART OF TEATIME

SUGAR BOWLS ARE AN INSEPARABLE PART OF TEA SERVICES WHICH ACCOMPANY YOU DURING TEATIME. YOU WILL DOUBLE YOUR DELIGHT IN TEA OR COFFEE WITH ELEGANT OR SIMPLE SUGAR BOWLS MADE OF VARIOUS MATERIALS. BUT, WE ALSO REMIND YOU NOT TO GO OVERBOARD IN SUGAR CONSUMPTION.

EMSAN MAKES A DIFFERENCE IN THE ENJOYMENT OF TEA

Emsan, which constantly enriches its product range with new products continues to be at the side of women always. Your afternoon tea services that are enriched with delicious pastries, and cakes will become a delight with the Emsan Pıtırak Tea Service. How would you like to flavor your teatime with colorful tea cups and serving plates? Designed with small pink flowers on white porcelain, the Emsan sugar bowl accompanies your carefully prepared afternoon tea offering.

www.emsan.com.tr



GÜRAL'S UNIQUE DESIGNS

Tea 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. Sugar bowls with their elegant designs are ready to take their place on tables, as inseparable parts of coffee services.

www.guralporselen.com.tr



AN ELEGANT PRODUCT FROM ARISOY



Arısoy 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. The glass group comprises cruets, jam pots, sauce bowls, Turkish delight bowls, chocolate bowls as well as sugar bowls that are preparing to take their places in the choicest spots in your home as accessories with their aesthetic appeal.

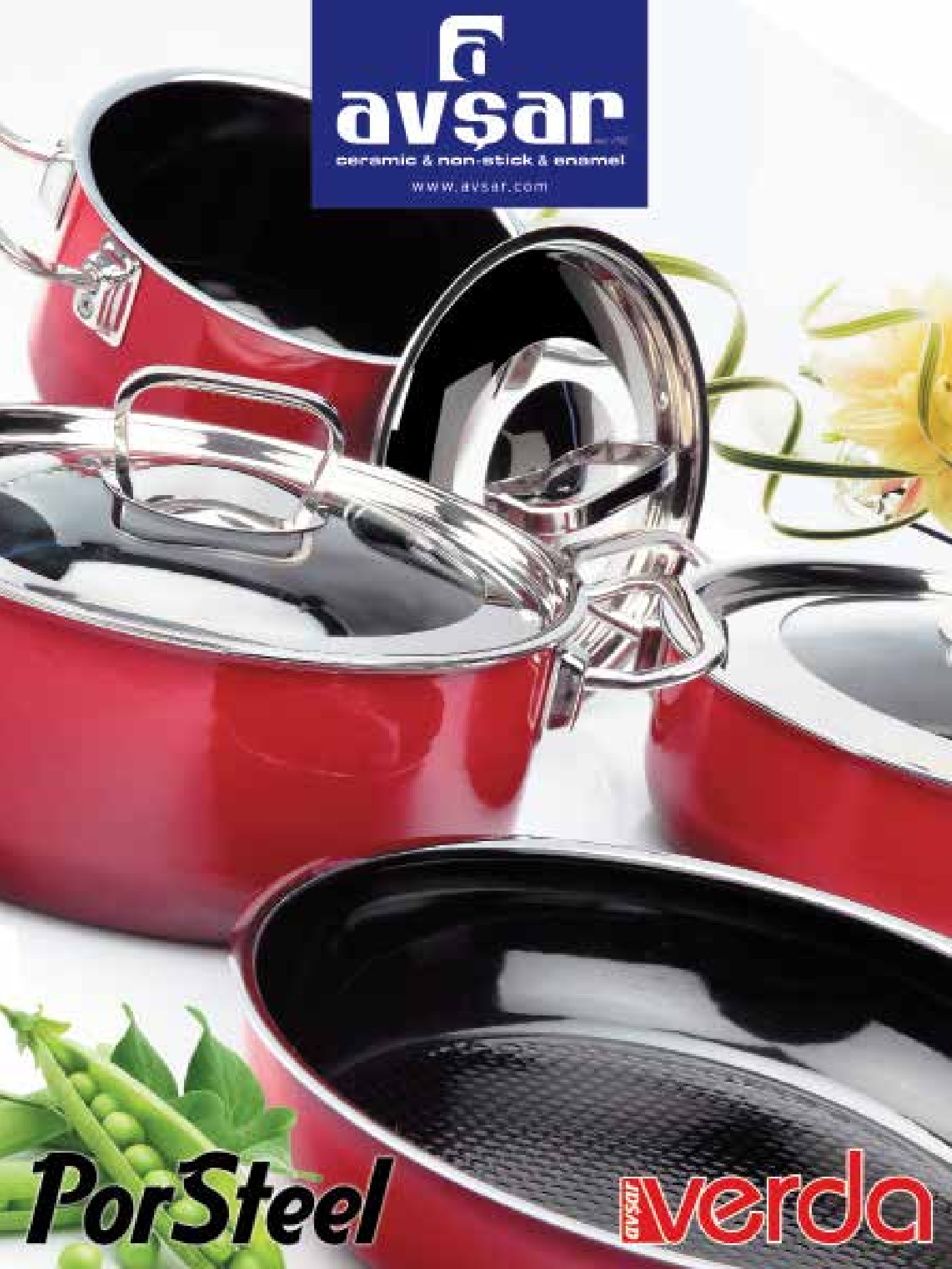
www.arisoyltd.com.tr



avsar

ceramic & non-stick & enamel

www.avsar.com



PorSteel

avsar verda

ICE BUCKET FROM BORA PLASTİK

Founded in 1957, Bora Plastik manufactured plastic kitchen and house wares and gastronomy products. Bora Plastik which has over 600 products in its product portfolio offers this red ice bucket which is dazzling with its first class material and its color. One of the convenient features of the ice bucket is its tongs that can be hanged on its side.

www.boraplastik.com.tr



ERGONOMIC AND ELEGANT

HAVE YOU EVER CONSIDERED WHAT ARE YOUR EXPECTATIONS OF KITCHEN WARE YOU USE IN YOUR HOME? WE GUESS YOUR FIRST THOUGHT WOULD BE FOR THEIR CONVENIENCE. IN FACT, IF A PRODUCT IS ALSO ELEGANT AND ERGONOMIC, THEN IT WILL MAKE YOU DOUBLY HAPPY.



A CONVENIENT PRODUCT FROM TANTITONI

İnter Mutfak, which operates in the import and sales of kitchen and table ware was founded in 1993. Toward creating a unique experience for its visitors in the kitchen and tableware industry, İnter Mutfak created the "Tantitoni" brand in the area of house and table wares. Having opened the first Tantitoni store in Suadiye, İstanbul, İnter Mutfak now serves with 42 sales points. Tantitoni's Sweet N Joy Patterned Cushioned Bed Tray will make your Sunday mornings in bed a true delight.

www.tantitoni.com.tr

ERGONOMIC STRAINER FROM LUX PLASTIC

This different and ergonomic strainer from Lux Plastic, which has designed products of different designs with high quality since 1989, and exports them to 81 countries on 5 continents from Brazil to Sweden, Russia to South Africa, Spain to Kuwait, will be of great use in the kitchen. The product that is remarkable for its different design can be used easily with pots of many sizes. Thanks to this product which offers the convenience of being applied to the pot, you will be able to strain your pasta in a much more practical way.

www.luxplastic.com



RAISED SERVING PLATTER WITH LID FROM ALKAN ZÜCCACIYE

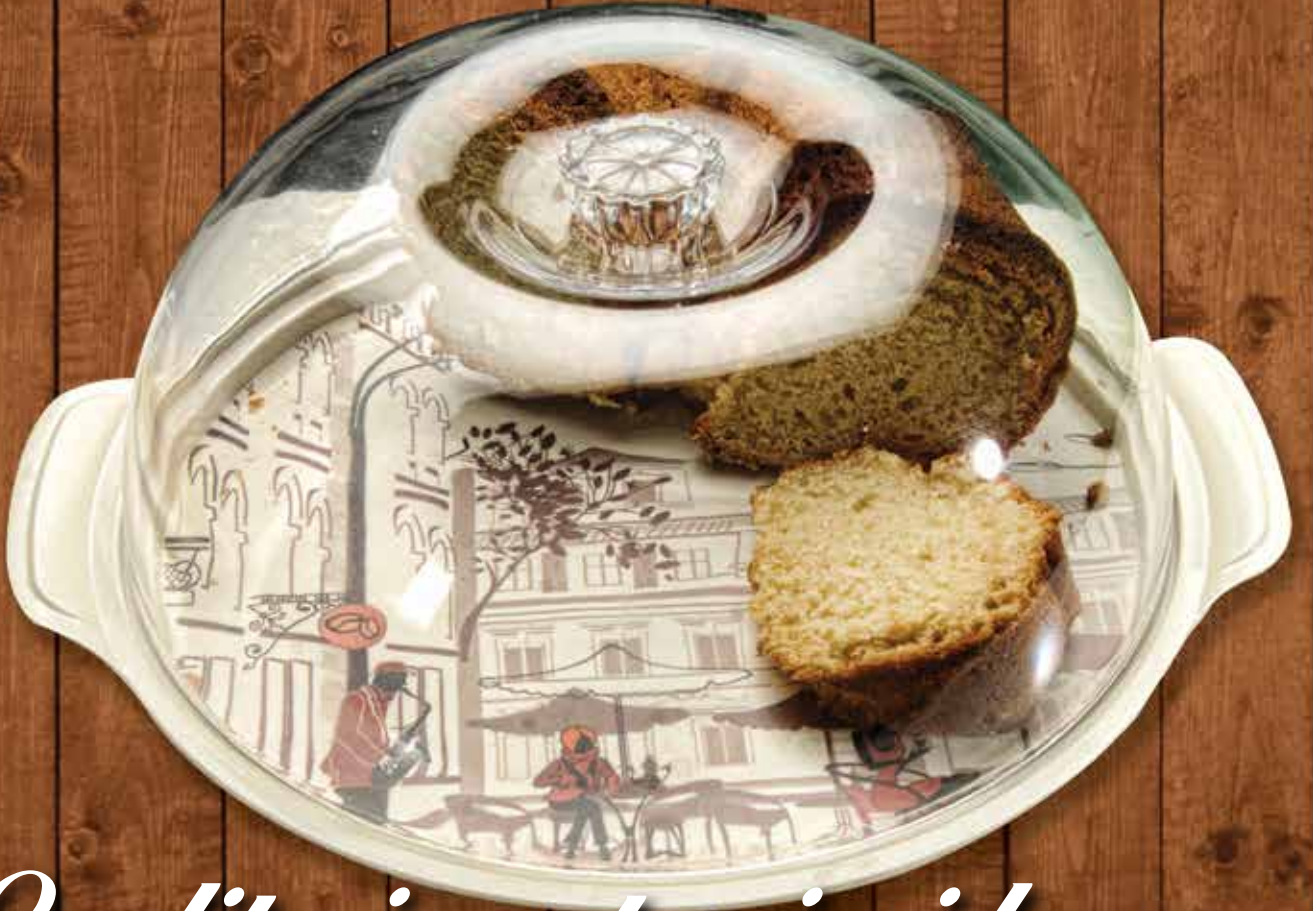
Alkan Züccaciye distinguishes itself for its product diversity and its designs and maximizes consumer satisfaction while bringing the products needed by the sector to target markets. Alkan Züccaciye's Zicco acrylic raised serving platter with lid will keep your cakes and cookies from drying out and make a difference with its pleasing design. Make a place in your kitchen for this functional and beautiful product that will be greatly admired as you receive your guests.

www.alkanzuccaciye.com



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Plastic & Bakalife Industry



Quality is not coincidence...

www.gorememelamin.com.tr



"I WORK WITH CLIENTS WHO BELIEVE IN THE POWER OF THEIR IDEAS"



Ali Bakova stated that Turkey is moving toward a very different point in terms of kitchens, and that this inspired activity in the design world as well, and said, "This activity in the market naturally affects our designs a great deal; designs that make our lives easier and faster are in our agenda."

Bakova who related that he had stepped into the world of design with toys he fashioned from newly sprouted hazelnut branches while he was a child, answered our questions regarding his professional efforts and the sector.

WHO IS ALI BAKOVA, AND HOW DID HE STEP INTO THE WORLD OF DESIGN?

My first introduction to design happened when I was a child in my



grandfather's village thanks to young girls in hazelnut orchards. While girls would make baskets from themselves from the newly sprouted fresh branches of hazelnut trees, I took my first steps in the world of design by fashioning hazelnut branches into soccer balls for myself and toy cradles for my sister, using the methods I learned from them. Much later, after graduating from the Design program of METU (Middle East Technical University), the traditional production methods and natural materials of our geography became my frequently used methods in my designs.

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

Lately, I have been designing for sectors we can call 'Luxury Goods'. I take care to work with clients who believe in the power of their ideas, hence I prefer whichever area they are in.

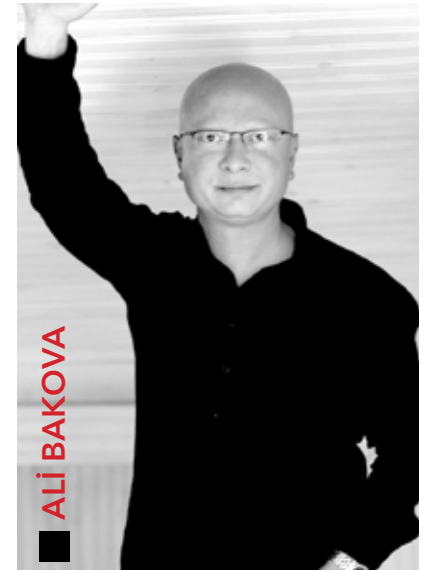
WOULD YOU GIVE US INFORMATION ABOUT YOUR CURRENT WORK?

There are themes I am currently working on. My new designs, which I created in collaboration with multi-disciplinary teams will be available soon.

WHERE DO YOU THINK TURKEY IS IN TERMS OF INDUSTRIAL DESIGN PARTICULARLY IN KITCHENWARE?

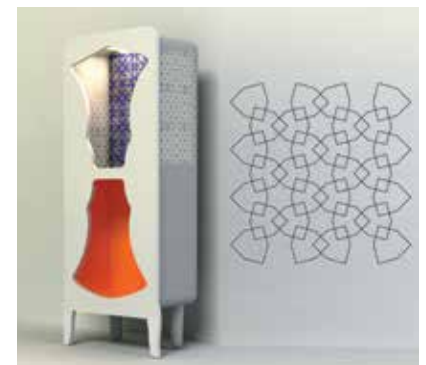
Turkey is moving toward a very different point in terms of kitchens. With the increased number of coffee chains, this virginal area appears to be at a stage of ascension marked with a unique brand

"LATELY, I HAVE BEEN DESIGNING FOR SECTORS WE CAN CALL 'LUXURY GOODS'. I TAKE CARE TO WORK WITH CLIENTS WHO BELIEVE IN THE POWER OF THEIR IDEAS, I PREFER WHICHEVER AREA THEY ARE IN."



ALI BAKOVA

identity. It seems like the creation of new and interesting brands through the fusion of local flavors with fast food, using local ingredients will shake traditional cuisine culture. This activity in the market naturally affects our designs a great deal; designs that make our lives easier and faster are in our agenda.



flower
in hearth

4 Continents
54 Country
Export



30.000 pots per day
Production capacity

Discover
the advantages of
Hascevher

Turkey

Discover
the potential

Hascevher



"OUR NEW 2016 COLOR COLLECTION IS ALMOST COMPLETE"



ASLI AYDOĞAN

"WE WILL ESPECIALLY FEEL THE EFFECTS OF PASTEL HUES LIKE PALE BLUE, AND PINK AND OF EARTHY COLORS IN THE DAYS AHEAD. THIS SOFTENING IN COLORS WILL ALSO AFFECT BRIGHT FLOWER HUES."



Aslı Aydoğan, who stepped into the world of design in 2002, in Tasarımissü, worked as design director in the table glass ware department under the Gürallar Group. Having served as the Director of Sales and Marketing of LAV since the beginning of 2014, Aslı Aydoğan said that the Ambiente Fair was a significant milestone where they offer 2016 new products and color collections to their business partners, and informed us that, "All our efforts comprise innovations we will present at the fair."

We conversed with Aydoğan on the world of design, the season's trends at LAV and the table glass ware sector.

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

I received an education in Technical Industrial Product Design at METU (Middle East Technical University). I stepped into the world of design in 2002, at Tasarımissü. I worked as design director in the table glass ware department under Gürallar Group between 2008 and 2013. I have served as sales and marketing director at LAV since the beginning of 2014.

We currently have a powerful team comprising industrial product and graphic designers, who are experts in their respective fields. Particularly those colleagues with whom we began working at the internship stage proceed with us when they begin working in table glass ware.

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

Although I am not currently part of the design team, I share my experience in design as well as in sales and marketing with out design team.

Glass is a matter that puts a strain on creativity, particularly as far as

industrial production is concerned. We overcome this difficulty by keeping close tabs on rising trends and consumer habits and collaborating with our engineer friends who develop production technologies. Of course, our design work is not limited to form design, we also work extensively on color and pattern diversity.

We develop our new products by combining the next season's trends with the needs of our own users. We begin with trend analyses, and work the colors and ethnic details in line with these. We manufacture products to suit the needs of not only our country, but also those of countries to which we export. We aim to bring excitement to our customers' tables with colorful collections we prepare each year.

WOULD YOU GIVE US INFORMATION ABOUT YOUR CURRENT WORK?

We have an important fair ahead of us. The 2015 Ambiente Fair will be a significant milestone where we offer our 2016 new products and color collections to our business partners. All our efforts comprise innovations we will present at the fair. In particular, we have new tea glasses and innovative service products we are working on. Our new 2016 color collection is also almost complete. We will especially feel the effects of pastel hues like pale blue, and pink and of earthy colors in the days ahead. This softening in colors will also affect bright flower hues.

WHERE DO YOU THINK TURKEY IS IN TERMS OF INDUSTRIAL DESIGN PARTICULARLY IN KITCHENWARE?

We observe that many companies particularly work on this matter. They conduct many new product development efforts by assigning significance to in house teams as well as by enhancing collaboration with external designers.

"WE CAN CREATE A BRAND BY INVESTING IN DESIGN"

Meltem Maralcan, partner of omletistanbul design office says she designs products for general purpose lighting as well as designs for specific areas such as kitchen and furniture, stated that she also designs kitchen ware, bathroom accessories, furniture and wine cellars. Pointing out that more courage and investment is needed for more original designs to emerge Maralcan said, "Thus we can create brands that are followed and are trendy around the world." Meltem Maralcan replied to our questions.

WE WOULD LIKE TO LEARN A LITTLE ABOUT YOU, HOW DID YOU CROSS PATHS WITH THE WORLD OF DESIGN?

I graduated from the Industrial Product Design program of Istanbul Technical University in 2002. My interest in the visual arts began at an early age. I was deeply impressed by a sentence I read in a book on object design: "while designing an object, one must be the object, think like it." This sentence was like a sign for me to proceed in this field. My design adventure which I began in ITU went on by designing for manufacturing firms in various sectors. In 2007, I

founded the omletistanbul design office with my ITU classmate, Aysun Altındağ, where we offer design consulting and product design services for various companies.

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

We mostly design for the area of lighting. I design products for general purpose lighting as well as designs for specific areas such as kitchen and furniture. Aside from these, I also designs kitchen ware, bathroom accessories, furniture and wine cellars. Since I enjoy spending time in the kitchen, I would like to design more in this field.

WOULD YOU GIVE US INFORMATION ABOUT YOUR CURRENT WORK?

We currently have ongoing projects for lighting products. Our coffee cup designs for a ceramics company is in the R&D stage. Aside from these, we are at the design stage of a counter top dish dryer for a company.

WHERE DO YOU THINK TURKEY IS IN TERMS OF INDUSTRIAL DESIGN PARTICULARLY IN KITCHENWARE?

I believe that the great progress in the

MELTEM MARALCAN



"IN DESIGN, FOREIGN COMPANIES ARE FOLLOWED TOO MUCH. MORE COURAGE IS NEEDED, AS WELL AS MORE INVESTMENT IN DESIGN FOR MORE ORIGINAL WORK TO EMERGE."

area of kitchenware over recent years, has not been reflected in design. In design, foreign companies are followed too much. More courage is needed, as well as more investment in design for more original work to emerge. Thus, we can create brands that are followed and are trendy around the world.



"I CAN DESIGN EVERYTHING"



SEMIHA KAN

We conversed with Semiha Kan on the world of design, where Turkey is in terms of industrial design particularly in kitchenware.

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

I was born in 1983 in Mersin, Turkey. I was graduated the department of Industrial Product Design from Istanbul Technical University in 2007. I was studied Master of Product Design for Innovation in Politecnico di Milano University as exchange student between 2013-2014 years. Now, I am doing my post-graduate studies in the Department of Industrial Design in Istanbul Technical University.

Between 2005 and 2012, I worked as in-house designer and product & design manager for various companies. In parallel and after, I have led my personal projects and worked as a freelance designer for various companies. Furthermore, I have started

"I DON'T PREFER ANY SPECIAL DESIGN FIELD, I LIKE MY JOB AND I CAN DESIGN EVERYTHING IF I HAVE A RIGHT BRIEF. HOWEVER MY MAIN FOCUS THOUGH HAS BEEN THE DESIGN AND DEVELOPMENT OF SELF-INITIATED PROJECTS, USUALLY BASED ON A SIMPLE IDEA OR OBSERVATION, EXECUTED IN A PRACTICAL, PRODUCTION-FRIENDLY WAY; AS WELL AS TO DEVELOP PROJECTS FOR CLIENTS."



to work as lecturer at Nautical Design department in Maltepe University since April 2014.

I have exhibited at various shows in Istanbul, Munich, Frankfurt, Helsinki, Chicago and Hong Kong. My work has featured in international design magazines such as Elle Decor, Azure, etc. I have also received awards from various design competition such as Design Turkey, IMMIB, Promoturk, Ample Sample, MAKSDER, Automotive Component Design Competition, etc.

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

I am specialized in design of tableware, flatware, glassware, furniture, accessories, packaging, etc. Concepts such as function, utility and versatility accompany my projects so faithful and constant. Also, I was

experienced in company logo design, branding, corporate identity, 3D modeling, hand & computer rendering, product development and product & design management. I don't prefer any special design field, I like my job and I can design everything if I have a right brief. However my main focus though has been the design and development of self-initiated projects, usually based on a simple idea or observation, executed in a practical, production-friendly way; as well as to develop projects for clients.

WOULD YOU GIVE US INFORMATION ABOUT YOUR CURRENT WORK?

There are some of ongoing and new projects. At February we will take place AllDesign event as a group of friends and I am designing a green space for this event. Also I continue working as freelance designer for my clients from furniture and tableware industries. As well as I have a partner and we plan to create our own brand so we prepare a business plan and I design new products for this unborn brand.

WHERE DO YOU THINK TURKEY IS IN TERMS OF INDUSTRIAL DESIGN PARTICULARLY IN KITCHENWARE?

As being one of the newly developing economies of the world, some of Turkish companies lately realized the contribution of industrial design for a sustainable development. Various tableware and kitchenware companies have in-house designers or work with celebrity designers or design studios. These are satisfied developments for us. I believe that these kinds of activities will multiply increase day by day.



"BRANDING IS THE MOST SIGNIFICANT VALUE"

Özüm Özkan, who has worked as a designer with Kilit Taşı Tasarım for 10 years, answered Turkish Kitchenware's questions.

WHO IS ÖZÜM ÖZKAN, AND HOW DID SHE STEP INTO THE WORLD OF DESIGN?

I graduated from the Industrial Product Design program of METU in 2005. I think that the most important steps each design student makes in his or her transition to professionalism is the internship and graduation project processes. I had the chance to work with Kunter Şekercioğlu during my internship, and subsequently my graduation project. He took on a very important mission of guidance by sharing his knowledge and experience in earnestness. After graduation, I experienced a process whereupon I realized that the environment I would enjoy working in the most would be a free design office, and I have been working as product designer at Kilit Taşı Tasarım for approximately 10 years.

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

Small appliances, and personal care products have been area that had constancy for us. At the same time, we offer design consulting services to sectors of ever increasing number from



ÖZÜM ÖZKAN

"BRAND STRATEGY, DESIGN, INNOVATION, AND PRODUCTS OF HIGH ADDED VALUE IS NOW FINDING A PLACE IN THE AGENDA OF THE TURKISH INDUSTRIALIST. THE MOST SIGNIFICANT VALUE THAT WILL GUARANTEE THE PERMANENCE OF THE SECTOR'S PROGRESS IS INEVITABLY BRANDING."

stationery to packaging, automotive supply industry to medical.

I can not say that I have a particular area of preference. In fact, the greatest advantage of a design office is product diversity; in this way, you discover the characteristic dynamic of each sector and each product from the concept stage to start of production, and share our customer's excitement with each project.

WOULD YOU GIVE US INFORMATION ABOUT YOUR CURRENT WORK?

The freshest piece of news I can give you is that our "Acrobat Junior" which had been given the Winner 2013 award at Red Dot Design Awards, has

been nominated for the German Design Awards. To proceed with the small appliances sector, the new toasters we designed for Aksu Tost have met with users. If you consider that a design office undergoes constant development by taking nourishment from various sectors, a format emerges where you learn something new every day. If you ask me what we are learning these days, I would say that we are working intensively for the medical sector. We are offering innovative solutions by working in close collaboration with the R&D department.

WHERE DO YOU THINK TURKEY IS IN TERMS OF INDUSTRIAL DESIGN PARTICULARLY IN KITCHENWARE?

The role and power of the sector in export rises constantly. As is the case in the whole world, brand strategy, design, innovation, and products of high added value is now finding a place in the agenda of the Turkish industrialist. The most significant value that will guarantee the permanence of the sector's progress is inevitably branding. Constancy and pursuing a long term strategy are essential while moving on the path of branding. You have to make investments to make sure the user believes in your brand.

Trust is the principal value, after that, each product that is released to the market and meets with the user is important since the user is sure to remember his or her experience with the new product. The Design Turkey Industrial Design Awards, implemented with the support of the Turkish Exporters Assembly is an organization which reveals that different sectors are in close contact with industrial design. We see that a separate category exists for the kitchen and when we evaluate applications of past years, that this category is progressing and developing.



"I COOKED MY FIRST DISH FOR MY MOTHER"

İlhan Güler, who is currently the chef of the Wyndham Grand Istanbul Levent Carême Restaurant shared his story of how he began cooking, and his special recipes with Turkish Kitchenware.

WHEN AND HOW DID YOU FIRST BECOME INTERESTED IN COOKING?

I became interested in the field of cooking in the 90's since my father was a cook. Outside of school hours, I would go to my father and try to follow and learn the dishes he cooked. When I came home, I would try to cook the dishes myself. I cooked my first dish for my mother at 7, using information I had learned from my father.

HOW DID YOU DEVELOP YOURSELF IN THIS AREA?

By constantly visiting my father at work since I was 15, I acquired a lot of information about cooking Ottoman dishes. My father would say that I am talented in the subject and that I needed to educate myself in international cuisines. Thus I began my first hotel experience. I have worked one on one with Michelin star chefs in international 5 star hotels for many years, and found the opportunity of getting to know the cuisine cultures of all countries.

HAVE YOU RECEIVED AN EDUCATION ON COOKING?

The education I received in cooking are the dishes I cooked with Michelin star chefs with whom I worked for many years.

WHEN WAS YOUR FIRST PROFESSIONAL FOOD-RELATED JOB?

I began my first professional job in 2001 at the Starwood Hotels chain as a line chef.

WHERE DID YOU WORK BEFORE WYNDHAM GRAND ISTANBUL LEVENT? HOW LONG HAVE YOU WORKED THERE?

Before Wyndham Grand İstanbul Levent'ten I worked at and attended the openings of such hotels as Marmaris Altın Yunus, Martı Tatil Köyü, Sheraton Hotel, Mardan Palace, and JW Marriott Ankara. I have been working for the Özdilek Holding for 2.5 years.

THEY SAY THAT THOSE WHO COOK WELL "HAVE A FINE HAND". HOW TRUE IS THIS?

Yes, people who cook well do have a fine hand. Because the cooking temperatures, cooking times of our dishes, the spices, vegetables we put in them, timings, and quantities are the factors that make a dish delicious in the truest sense.

DO YOU HAVE SPECIAL RECIPES YOU HAVE CREATED?

Of course, I have special recipes. We cook in the oven using a vacuum system to preserve the vitamins and flavor of the product.

İLHAN GÜLER

THE CHEF OF THE WYNDHAM GRAND
ISTANBUL LEVENT CARÊME RESTAURANT

"I COOKED MY FIRST DISH FOR MY MOTHER AT 7, USING INFORMATION I HAD LEARNED FROM MY FATHER. IN TIME, MY INTEREST IN COOKING BECAME A PROFESSION. I HAVE WORKED ONE ON ONE WITH MICHELIN STAR CHEFS IN INTERNATIONAL 5 STAR HOTELS FOR MANY YEARS, AND FOUND THE OPPORTUNITY OF GETTING TO KNOW THE CUISINE CULTURES OF ALL COUNTRIES."



King Crab

Ingredients

120 g of King Crab
20 g of fresh tomato
20 g of head lettuce
2 g of Sniglav
5 g of fresh onions
5 g of Lemon Confit
5 g of dried tomatoes
20 g of apples
1 g of Balsamic vinegar
10 ml of olive oil
10 g of apple gelatin
5 g of mayonnaise

Directions

We steam the Alaskan crabs. After shelling them, we add sour apples and homemade mayonnaise and complete the mixture with various spices. We complete the presentation with homemade apple mousse and apple gelatin.



Scallops

Ingredients

150 g of scallops
50g of cauliflower
50 g of butter
20 g of potatoes
50 g of mushrooms
30 g of Mesclun salad
10 g of salt
5 g of olive oil
50 g of brown chicken sauce

Directions

On fresh cauliflower puree, we extrude the scallops seared with olive oil and butter with white wine and white pepper. We can subject the mushrooms to the same process and serve with white wine mousse and brown sauce.



Dark Chocolate Cube

Ingredients

120 g of Confiseri chocolate
10 g of cocoa butter
30 g of cream
5 g of lime
5 g of lemongrass
25 g gelatin wafers
15 g of milk
80 g of flour
40 g of orange juice
35 g of candied oranges
15 g of butter
3 g of baking powder
10 crackers

35 g of sugar
15 g of glucose
30 g of milk chocolate
25 g of raspberry

Directions

We make our own chocolate cubes and fill them with homemade lemon cream, strawberry gel, blackberries and pieces of orange cake and complete with raspberries in front of our guests.

FUNCTIONAL AND COLORFUL

EXPERIENCE THE DIFFERENCE OF "MADE IN TURKEY" IN YOUR KITCHEN. THE TURKISH KITCHEN WARE SECTOR CREATES LIVELY AND FUNCTIONAL PRODUCTS WITH ITS NEW DESIGN AND LINES THIS YEAR ALSO. COLORFUL AND ELEGANT PRODUCTS APPEAL TO YOUR EYE IN THE KITCHEN. A TOTAL PACKAGE IS ACHIEVED BY ADDING FUNCTIONALITY TO THESE SIGNIFICANT ATTRIBUTES. NOW, PRODUCTS CREATED BY THE TURKISH KITCHEN WARE SECTOR, THAT FIT ALL THESE CRITERIA ARE BEING USED IN MANY KITCHENS AROUND THE WORLD. WE HAVE COMPLIED THESE HIGH QUALITY PRODUCTS FOR YOU TO ADD THEM TO YOUR WISH LIST.

Cornflakes serving tool **Zicco**
Ceramic coated pans **Tantitoni**

Cups **Luyano**

Potato bucket **Çetin Plastik**

Red cast iron pot **Silver**

Cast iron frying pan with copper lid and wooden trivet **Lava**

Green folding strainer **Obje Plastik**

Four slot breakfast serving dish **Bager Plastik**

White pan **Papilla**

Dark blue tray **Mete Plastik**

Plastic pitcher, apple shaped small bowl **Lux Plastik**

Glass pitcher&jars **Sarina Cam, Bager Plastik**



sty

Egg cup, cookie cutters **Lux Plastik**



Melamine breakfast serving dish with lid **Göreme Melamin**,
Salt shakers, storage container **Bager Plastik**



Cake bowl
Freecook



Cast iron frying pan with wooden trivet **Lava**

Knife set **Korkmaz**



Pots **O.M.S. Collection**



Tableware **Güral Porselen**



Orange squeezer **Tantitoni**
Glass pitcher **Sarina Cam**

Shallow pot **Papilla**



Enamel pots **Luyano**



Cornflakes serving tool **Zicco**
Glass bottle **Sarina Cam**
Bowls **Obje Plastik**



Melamine tray **Göreme Melamin**
Rectangular plate, round bowl **Tantitoni**

Four piece porcelain bathroom set
Çetin Plastik



Colorful fruit bowl - nut bowl
Lux Plastik



Pots
O.M.S. Collection



Industrial buckets in varying sizes
from **Mete Plastik**, storage boxes
and glass jar with lid from **Bager Plastik**, pitcher from **Lux Plastik**

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Granite set
Mehtap



Bucket kit
Doğuş Plastik



Folding strainer
Obje Plastik



Tray **Göreme Melamin**
Glass ice cream bowl **Lav**

Colorful multipurpose bucket
Çetin Plastik



Droppa pots **Korkmaz**



Colorful small pots
Tantitoni



Nova dinner set
Porland

sty

Nar cake mould **Emsan**



Cast iron pan **Lava**



Steel serving products
Narin Metal
Apple shaped trivet **Lux Plastic**



Pan **Papilla**

Marocco set
Porland



Tiny jars, salt and pepper shakers
Bager Plastik
Cast iron pot **Silver**



Enamel tea pot and tea cups
Luyano



Diana Collection 30 piece
breakfast set **Korkmaz**





Volkan Dede, the General Manager of Rositell said they had spent 2014 by increasing their market share by creating lasting business partnerships, and that they planned to increase turnover and product diversity in 2015. Volkan Dede answered Turkish Kitchenware's questions.

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

As Rositell we met our users in 1992. Ever since our company has become a brand that is known around the world for its competitive prices, while it manufactured products of the best quality and functionality with decisiveness. Our principal specialty is plastic storage-containment and carrying solutions. Our motto, "For Your Wellbeing" aims to offer completely healthy, high quality, functional, and aesthetically pleasing products at affordable prices for everyone around the world.

HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?

Our R&D efforts continue with full



VOLKAN DEDE
GENERAL MANAGER OF ROSITELL
**"OUR MOTTO IS
FOR YOUR WELLBEING"**

"WE AIM TO OFFER COMPLETELY HEALTHY, HIGH QUALITY, FUNCTIONAL, AND AESTHETICALLY PLEASING PRODUCTS AT AFFORDABLE PRICES FOR EVERYONE AROUND THE WORLD."

speed in-house and with a professional company. We have many designs unique to us in our segment: DuoBox, UniBox, SkateBox, Tidy Box are a few of these. Aside from these, we also support the development of private label products in our R&D efforts.

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

As we leave 2014 behind, we have increased our market share by creating lasting business partnerships and begun to be a staple in the homes of many users. We have begun to have a place in our users' hearts with our durable and healthy products which preserve foods without depriving them of their nutrients or allowing them to degrade rapidly, as well as the solutions we bring to storage problems with our products. Therefore we wish to start 2015 by adopting high objectives. This year we aim for a growth in our turnover and increase our product diversity in line with this growth.

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

With our great leap in 2012, we raised the number of countries to which we export to 25, breaking a record in

our field by exporting to Germany, Great Britain, Greece, Belgium, the Netherlands, Italy, Saudi Arabia, France, Egypt, Dubai, Bulgaria, Russia, Romania, Spain, Tunisia, the Czech Republic, Ukraine, Ireland and many others. We export 60 percent of the products we manufacture. Our approximate export volume has reached 5 million euro in 2014.

DO YOU HAVE OVERSEAS DEALERSHIPS?

Our overseas sales market comprises supermarket chains and our business partners in various sectors. They offer our products to their customers under their own brand. Local and foreign users also encounter our products in a promotional capacity as well.

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

Our fair booth is widely popular among visitors. We receive positive feedback from our customers who visit our booths, and we remain in touch. In this way, these meetings evolve into orders. Our meetings increase by 80 percent due to fairs we attend. The fairs where we meet our foreign customers are Ambiente – Frankfurt/Germany, Hong-Kong Housewares / China, Turkish Housewares Fair / Algeria, Celje / Slovenia, Housewares Fair / USA, while we meet our local customers at the İdeal Home / İstanbul, and Zuchex / İstanbul fairs.

WHAT DO YOUR PLANS FOR 2015 ENTAIL?

In 2015, we are planning to add new business partners to our portfolio with new exhibitions and fairs as well as our potential customer visits.



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LEVENT UYANIK
PARTNER OF LUYANO LTD. ŞTİ.

“WE HAVE CREATED A TABLE CONCEPT IN CORDED AND COLORFUL ENAMEL”

“COLLECTIONS WHERE CAT PATTERNS ADORN KITCHEN AND TABLE WARES WERE THE WAY OUT FOR THE COMPANY LUYANO. ASIDE FROM THIS UNIQUE COLLECTION THAT IS STILL ONGOING, THE CORDED AND COLORFUL ENAMEL KITCHEN AND TABLEWARE CONCEPT WAS CREATED FOR THE FIRST TIME IN TURKEY, AND IT IS BEING DEVELOPED.”

Answering our questions, Levent Uyanik stated that their goal for 2015 and beyond was to increase their share in the domestic market and to open up to foreign markets.

HOW LONG HAVE YOU BEEN IN THE PLASTIC WARE SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY’S FOUNDING PROCESS?

I have been in this sector continuously since the year 1979 . The Luyano Ltd. Şti. company was founded at the end of 2004, prior to that I was active in the sector as a shareholder and general manager of Aevli Züccaciye A.Ş. Luyano Ltd. Şti. became the a representative of innovations and firsts in the sector. Collections where cat patterns adorn kitchen and table wares were the way out for the company Luyano. Aside from this unique collection that is still ongoing, we have created another first in Turkey with the corded and colorful enamel kitchen and tableware concept. Our investments and



efforts toward developing this concept continue. The colorful enamel concept alone included over 500 product varieties.

WHERE DO YOU SEE THE PLASTICWARE SECTOR TODAY, AND WHAT IS YOUR PREDICTION FOR ITS CONDITION IN 10 YEARS?

The share of our sector in our country’s export is on a significant level, in terms of figures. Naturally, metal ware accounts for a significant portion of this share. We want it to progress even further in the 10 years ahead. The current investment and efforts of companies indicate that the sector will continue to develop in the future.



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

Due to our nationwide customer portfolio, we are improving our business volume with variety and the capacity to maintain stock at all times.

Our manufacturing capacity is at the maximum level that is possible without compromising quality.

WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?

Our product varieties include porcelain, ceramic, glass, melamine, and metal accessories for the table and kitchen. In 2014, colorful enamel cook ware and table ware also took up a significant place among our products.

HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?

Being an innovative and pioneering company is naturally only possible through R&D work. We are in a constant process of research and development and we achieve this with in-house work. Planning and implementation efforts that will extend our collaboration with local manufacturers in order to support local production continue.

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

In terms of export, we did some work with the TRNC. We still have customers that sell our products in the TRNC. There have been parties from countries like the US, England, Sweden, and Greece who were interested in our concept and wished to sell it. Our negotiations continue.

WHEN YOU ARE LOOKING FOR
TURKISH
HOUSEWARES
MANUFACTURERS

VISIT
www.evsid.org



Turkish Housewares
Manufacturers
Association

For more information please contact: info@evsid.org



ERHAN ŞENGÜN
AL-CO MARKETING MANAGER

"WE WILL NOT COMPROMISE ON HYGIENE AND QUALITY IN 2015 TOO"

"OUR GOAL IN 2015, AS IT IS FOR EACH YEAR IS TO BRING A BREATH OF FRESH AIR INTO KITCHENS WITH OUR PRODUCTION CAPACITY, SUPERIOR TECHNOLOGY, AND PRODUCT DIVERSITY."

AL-CO Marketing Manager Erhan Şengün pointed out that they actively exported to over 60 countries, and that they had received an award for being the company with the highest exports in aluminum cookware and answered our questions.

WOULD YOU TELL US BRIEFLY OF YOUR COMPANY'S FOUNDING PROCESS?

AL-CO which operates in the cookware sector in Turkey, was established 16 years ago. Our group company, Trakya Sanayi A.Ş. has manufactured aluminum raw materials for the sector for 40 years. The decision was made to establish AL-CO since we wished to make use of our own production in this sector as well. AL-CO has operated in the area of non-stick cookware under the brand of Papilla since 2005.

WOULD YOU GIVE US INFORMATION ABOUT YOUR PRODUCT VARIETIES AND BUSINESS VOLUME?

Production is carried out with a monthly capacity of roughly 1.5 million items, using the new "curtain" and "spraying" technologies at our factory's

modern facilities. We are also among the first manufacturers to implement the "curtain" method in the world. We have a department within the factory where we manufacture our own moulds, therefore we have the widest product range in Turkey in terms of aluminum product varieties.

HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?

Our new designs are created by our in-house R&D department having an experienced crew.

WHAT ARE THE COUNTRIES IN YOUR EXPORT PORTFOLIO?

We currently export actively to over 60 countries. We work with the main dealership system in some countries.

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

The work we carry out by our R&D department prior to the fair leads to a diversity products in unusual colors and designs. Our fair booths are always popular since we make a point of increasing our product diversity in this manner at each fair.



WHAT DO YOUR PLANS FOR 2015 ENTAIL?

Our goal in 2015, as it is for each year is to bring a breath of fresh air into kitchens with our production capacity, superior technology, and product diversity. For this purpose, we wish to implement the results of the investments we made in 2014 in 2015.

WHAT IS YOUR PREDICTION FOR THE CONDITION OF THE METALWARE SECTOR IN 10 YEARS?

The metal cookware manufactured in Turkey is recognized worldwide for its quality. Cookware currently manufactured in Turkey in two groups, burn-resistant nonstick coated aluminum and ceramic coated products grace kitchens around the world. I think that Turkish brands will be capable of competing with the best known brands of the world in the next 10 years.

CİHAD YURTSEVEN
THE PARTNER OF DOĞUŞ PLASTİK

"OUR GOAL IS TO INCREASE OUR EXPORTS AND OUR POWER OF PRODUCTION"



"WE WISH TO INCREASE OUR POWER OF PRODUCTION FROM DAY TO DAY, AND TO REPRESENT OUR COUNTRY IN ALL REGIONS OF THE WORLD. OUR FIRM WHICH EMBRACES THE MISSION OF ALWAYS PROVIDING HIGH QUALITY AND AFFORDABLE PRODUCTS WILL CONTINUE TO GROW."

kitchenware products under the "Stillo" brand since 2004.

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

Our company currently serves its customers with 15 injection machines on 2 thousand square meters of indoor space in the İkitelli district of Istanbul. It continues to increase its production capacity in tandem with its constantly growing customer portfolio.

WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?

We can describe our products mostly as practical and convenient kitchenwares. We prioritize ergonomics while designing our products. Some

examples of our products are plastic service sets, breakfast servers, pitchers, plastic glasses, and cutlery racks for placement within drawers.

HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?

We create our new designs in-house. We can say that making designs is not difficult for us since our original business was mould making.

WHAT DO YOUR PLANS FOR 2015 ENTAIL?

As I have mentioned before, our purpose as a company is export. In considering this, we wish to increase our power of production from day to day, and to represent our country in all regions of the world. Our firm which embraces the mission of always providing high quality and affordable products will continue to grow.

WHAT ARE THE COUNTRIES IN YOUR EXPORT PORTFOLIO? WHAT KIND OF FEEDBACK DO YOU GET FROM FAIRS YOU ATTEND?

Our main objective as a company has always been export. We currently export to 35 countries. We continue to export heavily to the Middle East, Balkan, and European regions in particular. We receive good feedback by attending the local Zuchex and İdealhome fairs. We wish to increase our export goals even further with foreign fairs we will attend in 2015.

Doğuş Plastik Partner Cihad Yurtseven who explained that their fundamental objective as a company was always export and that they currently export to 35 countries said that they continued to sell heavily to especially the Middle East, Balkan, and European regions. Cihad Yurtseven who said they manufacture practical and convenient kitchenwares and that they prioritized ergonomics while designing their products, answered our questions as follows.

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

Our company started off as a family business in 1994 under the name of Doğuş Plastik with mould making operations. However, it has continued its operations with its plastic



BURAK GERGIN
BAGER PLASTİK GENERAL MANAGER

"IN 2015 WE WILL MAKE DIFFERENCE WITH OUR DESIGNS"

"OUR PORTFOLIO CURRENTLY INCLUDES OVER 50 COUNTRIES FROM ITALY TO SOUTH KOREA, ALGIERS TO THE PHILLIPINES, RUSSIA TO SPAIN. OUR PRIORITY TARGET FOR 2015 IS TO MAKE A DIFFERENCE IN THE SECTOR WITH OUR OWN DESIGNS."

Bager Plastik General Manager Burak Gergin expressed his hope that companies would move away from imitation and completely shift to their own designs within 10 years, and answered Turkish Kitchenware's questions.



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

Our company has manufactured plasticware products for 10 years under our brand, Bager Plastik. In fact, we are much older. We have approximately 25 years worth of experience prior to these 10 years. Thanks to our many years of experience, we have been moving forward as Bager Plastik with sure steps, ever since our founding.

WHAT DO YOU THINK OF THE POINT THE PLASTICS SECTOR HAS REACHED TODAY? WHAT IS YOUR PREDICTION FOR ITS CONDITION IN 10 YEARS?

If we consider the development of

the plastics sector, especially in our own country, we hope that that companies will move away from imitation and completely shift to their own designs within 10 years.

HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?

Our new designs, comprise innovations produced by our own designers with our own integral R&D department.

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

In 2014, we have continued to grow with a larger factory and manufacturing line, in order to further increase our production capacity.

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

We export a great majority of our products. Our portfolio currently includes over 50 countries from Italy to South Korea, Algiers to the Phillipines, Russia to Spain.



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

The fairs in which we participate have positive contributions to our company.

WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?

We manufacture plastic and glass kitchenware products under our two brands. We have hundreds of product varieties such as plastic storage boxes, appetizer bowls, lemon squeezers, glass pitchers, salt shakers, condiment sets. We also manufacture plastic bathroom products.

DO YOU HAVE OVERSEAS DEALERSHIPS?

We operate with the dealership system in most countries to which we export.

WHAT DO YOUR PLANS FOR 2015 ENTAIL?

Our priority goal for 2015 is to make a difference in the sector with our own designs, and to move ever forward toward further expanding our domestic and overseas sales network.

PEYAMI BAYRAM

GENERAL MANAGER OF NOUVAL GROUP KITCHENWARE

"WE RANKED NINTH IN THE SECTOR IN EXPORT IN 2013"



"THE COUNTRIES TO WHICH WE EXPORT INCLUDE EGYPT, AND TO A LESSER EXTENT RUSSIA, THE U.S.A., ROMANIA, IRAN, AND AZERBAIJAN. WE HAVE MADE APPROXIMATELY 2 MILLION DOLLARS OF EXPORT IN 2013."

We spoke with Peyami Bayram, General Manager of Nouval Group Kitchenware of the yesterday and today of the metalware sector in Turkey.

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

I have been in this sector for 10 years. We started our company in 2006. Our business which we started with import is now predominantly an export business. We ranked ninth in the sector in export in 2013. We expect a better result this year.

WHERE IS THE METALWARE SECTOR TODAY? WHAT IS YOUR PREDICTION FOR ITS CONDITION IN 10 YEARS?

Turkey will take its place among the leading metalware manufacturers in the world, due to developments in the manufacturing sector and the export incentives that are provided in parallel with these. What is important is that we take our place in the global market with our own brands in the process.

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

We have started construction of a new factory in Tekirdağ/Malkara OIE with an indoor area of 10 thousand square meters.

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

The countries to which we export include Egypt, and to a lesser extent Russia, the U.S.A., Romania, Iran, and Azerbaijan. We have made approximately 2 million dollars of export in 2013. We also have dealerships abroad.

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

Our current production capacity is 50 thousand items per month. We plan to reach approximately three times this capacity when construction has been completed on the new factory in the Tekirdağ/Malkara OIE.

HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?

We conduct our efforts in a

completely dynamic structure. Participation in fairs in various countries is the first stage of product design for that market. A study is made of the special products needed in that market, and different and functional products, depending on the demands of customers. We subsequently develop products and work on them with our design department.

WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?

All types of burn resistant, non-stick kitchenwares. Teflon and ceramic pots and pans.

WHAT DO YOUR PLANS FOR 2015 ENTAIL?

Our plans for 2015 include the commissioning of our new factory that is currently under construction at Tekirdağ/Malkara OIE, and acquiring new markets and new customers with the increase in our capacity.



ÖZLEM ANGAY
CHAIRWOMAN BOARD OF DIRECTORS OF
EGEMEN HEDİYELİK EŞYA

"OUR GOAL FOR 2015 IS EXPORT TO 30 COUNTRIES"

"WE CURRENTLY EXPORT TO 15 COUNTRIES WITH THE EXPERT STAFF OF OUR EXPORT DEPARTMENT, AND NEW COUNTRIES ARE ADDED TO OUR PORTFOLIO EACH DAY. OUR PLANS FOR 2015 INCLUDE MAINTAINING OUR LEADERSHIP STATUS IN THE TURKISH MARKET BY PRIMARILY AIMING FOR GROWTH, AND TO DOUBLE OUR EXPORT FIGURES, EXPORTING TO 30 COUNTRIES."

Özlem Angay, Chairwoman Board of Directors of Egemen Hediyelik Eşya stated that they had doubled their production volume in 2014, purchased and commissioned two new machines, and explained that they had decided on investing in an additional building for expansion of the Graphic & Design department. Angay who said that they had invested in and commissioned new machines for high quality prints answered Turkish Kitchenware's questions.



15 countries with the expert staff of our export department, and new countries are added to our portfolio each day. The countries to which we export include the Netherlands, Germany, Bosnia and Herzegovina, Greece, the Ukraine, Serbia, Croatia, Poland, Russia, Arabia, Tunisia, Jordan, Dubai, Yemen, etc.

DO YOU HAVE OVERSEAS DEALERSHIPS?
We also have dealerships abroad. We are constantly increasing the number of our dealerships in countries to which we export, most notably the Ukraine.

WHAT DO YOUR PLANS FOR 2015 ENTAIL?

Our plans for 2015 include maintaining our leadership status in the Turkish market by primarily aiming for growth, and to double our export figures, exporting to 30 countries.

HOW LONG HAVE YOU BEEN IN THE TABLEWARE SECTOR?

Egemen Hediyelik Eşya Oyuncak Züç. Elekt. Gıda Tekst. Amb. İnş. San. Tic. AŞ which was founded in 1994 in İzmir, began operations by importing souvenirs and tableware products and soon became a sought after name in the sector. We established our own manufacturing plant in 2004, and are continuing our efforts as manufacturers.

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

Today, we have entered all national chain stores around the country (we are market leaders) with our expert sales-marketing staff, and we aim to achieve the same success with our exports to foreign markets. Aside from products we import, we currently supply 15 million vacuum storage bags we manufacture under our own brand and contract manufacture for other companies each year alone. Our product varieties include house wares and tableware products as well as vacuum bags

of various dimensions and types, which we manufacture in our facilities.

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

In 2014, we doubled our production capacity, purchasing and commissioning two new machines. In addition to this, an investment was made for an additional building for expansion of our Graphics & Design department. New machines for high quality prints were also invested in and commissioned. Investments were made for state of the art equipment for ensuring product traceability and control in Quality Assurance. Our quality department's laboratory was equipped with state of the art control devices and special equipment.

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

We currently export to



LERZAN ERDEM
EXPORT HEAD OF AKER

"WE FOLLOW THE NEW TRENDS AND TECHNOLOGY"

"WE FOLLOW THE NEW TRENDS AND TECHNOLOGY, ALSO TRY TO SPOT THE NEEDS OF KITCHENS TO MEET THE MARKET DEMANDS BEFOREHAND. WE ARE AWARE OF THAT THERE IS KITCHEN FASHION AND WE IMPLEMENT THE CHANGES IMMEDIATELY."



Aker is a leading company with manufacturer identity in the field of household and industrial kitchenware, utensils since 1980. Lerzan Erdem Export Head of Aker 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?

Aker is active for more than 33 years, initially focused on domestic market and for the last 4-5 years directed to exportation. The owners have accomplished to build a factory which has almost 200 employees from a naive store. Our company has a wide range of customer portfolio all around the world and in Turkey as well.

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

Monthly production average is above 150.000 pieces and our turnover is more than 10 millions dollars.

HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?

We follow the new trends and technology, also try to spot the needs of kitchens to meet the market demands beforehand. We are aware of that there is kitchen fashion and we implement the changes immediately. We do have a research and development department and one of the owner is the head of department. With that we are sure that everything about the production and developments handled by the superior's control.

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

Yes we export our goods to more than 25 countries. Although our main market is North Africa and Middle East we are also exporting to European countries, İran, Azerbaijan, Kazakhstan ...etc. In terms of export figures; we can say that our export volume is more than 10 millions of USD which increases every year.



WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?

Our production focused mainly on cookware utensils. We can categorise our products as pressure cookers, samovars, stainless steel cookware and ceramic cookware.

DO YOU HAVE OVERSEAS DEALERSHIPS?

We have established collaborations and partnerships in several countries. Our partners are selling our brands Aker and Culina in their countries successfully.

WHAT DO YOUR PLANS FOR 2015 ENTAIL?

Our main goal is to accelerate our business, increasing our market share with strengthening our relationships with existing and prospective business partners. Also we plan to approach new market fields with new products developed by new technologies and trends and by developing our people and improving operations to meet the evolving expectations of customers. We would like to elevate our position so we can contribute more benefits for us and for our country's economy.

"WE CELEBRATE OUR 30TH YEAR IN SMALL HOME APPLIANCES"

The King brand is delivered to more than 25 international markets in addition to its local Turkey presence. They are most strong in the Middle East and the Balkan countries, followed by the Eastern European region. Yasmin Salfati told Turkish Kitchenware about the evolution of King.

WOULD YOU INFORM US OF THE FOUNDING AND PROGRESS OF KING HOME APPLIANCES, WHICH HAS BEEN IN THE SECTOR SINCE 1953?

King was founded in 1953. That same year, we realized the production of the first thermos bottles in Turkey. In 1985, we started the Small Home Appliances business. Today, celebrating our 30th year in the industry, we offer 4 Year Warranty on a product portfolio consisting of over 100 items, reaching to over 25 geographical markets.

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

Since 1985, King brings together sustainable quality with products that make life at home easier. We keep



YASMIN SALFATI
BOARD MEMBER
KING HOME APPLIANCES
www.king.com.tr

"WITH 30 YEARS OF EXPERIENCE IN THE INDUSTRY, WE ASPIRE TO ENLARGE OUR PRODUCT OFFERINGS AND DISTRIBUTION NETWORK (BOTH LOCALLY AND INTERNATIONALLY) WHILE MAINTAINING A HIGH CUSTOMER SATISFACTION IN THE COMING YEARS."

our product portfolio up to date with technology, and add new products each season. We invest to enlarge our distribution network for our consumer to access our products easier. We aim to consistently improve our after-sales network. With a 4 Year Warranty promise, we have over 300 King after-sales points to help better assist our consumer.

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

All our product offerings go through a detailed selection process. This process includes both quality analysis as well as design and style evaluation.

We have some patented signature projects we work on with product designers. They mostly include products that address to the Turkish market's needs - such as teamakers and Turkish coffee makers. We work with a team of designers



in the shaping of these products, and take into account the local usage habit of the product when developing the technical features. To give an example, we have a teamaker with a patented teapot lid. This lid provides more fresh and tasteful tea by preserving the minerals of the water and aroma of the tea within the teapot, an old habit used to brew tea to perfection. Among other examples could be grills with ceramic heating plates, hair dryers with motorized rotating brushes and cordless rechargeable fans.

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

First of all, we keep up with technology. Just like all other electrical items, home appliances also evolve with technology. Today, home appliances are much more user-friendly and efficient. We aim to be environment-friendly as well; we have been adding numerous energy-saving appliances to our range.

Secondly, we follow the market trends. Over the years, the way consumers use small home appliances have changed. We follow these trends closely when building our product range. Understanding the consumer is key in satisfying their needs.

Aside from the technical features, details, looks and colors of our products are developed based on these trends as well as on the feedback of our team and of our consumer.

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

Today 20 percent of our goods are made in Turkey, while the rest is imported from China. In both cases, we have a team in charge of quality control before our goods are delivered to our warehouse. This is carried by our head office in Istanbul for locally made products, and by our China office for imported goods.

Our made in Turkey product range includes tea makers, samovars, turkish



coffee makers. We have numerous food preparation goods that are locally made - including hand blenders, blender sets and choppers. They vary in design, motor power and function. We also offer a range of electric ovens, sandwich makers, hair dryers and instant water heaters that are produced in Turkey.

DO YOU HAVE OVERSEAS DEALERSHIPS?

The King brand is delivered to more than 25 international markets in addition to its local Turkey presence. We are most strong in the Middle East and the Balkan countries, followed by the Eastern European region.

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

We have been attending the Zuchex Fair in Istanbul for many years. It is a great opportunity for us to present our new products to our customers, and also to get together with all our partners. In September 2014, we attended the IFA Fair in Berlin. We were quite happy with the results as it introduced us to new markets and partners. In the coming years, as our export business grows stronger, we aim to join more international trade fairs to become a more global brand.

WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?

We carry over 100 items ranging from kitchen appliances to personal care, from heaters and coolers to steam irons. Our Breakfast range includes tea and coffee makers, kettles, toasters, grills and juicers. Our wide range of Kitchen Appliances compromise of hand blenders, choppers, mixers, cookers, grills, deep friers, microwave and ovens, meat

grinders and kitchen scales. In terms of House Cleaning, we offer a wide range of vacuum cleaners (bagged, bagless, steam mops, upright cleaners), steam irons and ironing boards. Hair dryers, hair stylers, epilators, bathroom scales and men grooming items form our Personal Care range. And lastly we have Heaters and Coolers which consist of radiators, fans, portable air conditioners and humidifiers.

WHAT DO YOUR PLANS FOR 2015 ENTAIL?

With 30 years of experience in the industry, we aspire to enlarge our product offerings and distribution network (both locally and internationally) while maintaining a high customer satisfaction in the coming years. We are present in over 25 countries today; and wish to be stronger on the global arena in the future. King has always valued quality, continuity and progress; and will do so in the coming years.



A MARKETING PUSH IN SWEDEN AND DENMARK FROM TURKISH FIRMS

THE EIGHTH OVERSEAS MARKETING EVENT FOR SWEDEN AND DENMARK, THAT HAD BEEN DETERMINED AS TARGET MARKETS WITHIN THE STRATEGY FORMED FOR THE TURKISH HOUSE AND KITCHENWARE SECTOR OVERSEAS MARKETING TEAM CAN BE SAID TO BE SUCCESSFUL ON THE WHOLE.

The eighth overseas marketing event of the Turkish House and Kitchenwares 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) was held with a focus on Sweden and Denmark.

14 participants from 12 companies included within the project cluster, two officials and project partners representing IDDMIB as well as one person representing IKMIB took part in the event held between November 23-28, 2014.

The first day, a visit was made to retail chains such as Maxi ICA, Willys, Cervera, Clas Ohlson, Martin Olsson, ÖoB, and IKEA in Stockholm, the capital of Sweden and information was gathered regarding the quality and prices of rival products in markets.

Immediately following one on one business meetings in Sweden, the party proceeded to Denmark, the second leg of the journey and a retail tour of retail chains was made in Copenhagen on November 25th, similar to the one in Stockholm. During the retail tour in Copenhagen, the Inco Cash & Carry, Kvickly, Bilka, Inspiration, Imerco, JYSK, and Kop & Kande chain stores were visited and the rival products in the market were examined.

The eighth overseas marketing event for Sweden and Denmark, that had been determined as target markets within

the strategy formed for the Turkish House and Kitchenware Sector Overseas Marketing Team can be said to be successful on the whole.

Scandinavian countries have been influential in design all over the world in recent years. From this perspective, in addition to one on one business meetings for marketing activities that were carried out, it is deemed that the participating firms have enhanced their vision on design and the use of color.

While relatively remote markets had been preferred for our previous visits, this time those countries that are near, but where Turkish firms have difficulty accessing buyers were selected, which was beneficial. However, as is the case in foreign marketing activities, the process should be followed up and supporting steps should be taken to ensure success in the market.



CONNECT TO THE TURKISH COMPANIES



www.turkishkitchenware.org



The national participation in the International Home&Housewares Show 2015 held in Chicago, U.S. between 7-10 March 2015, and recognized as one of the most important fairs in the sector with regard to housewares, kitchenwares, and cooking equipment is being organized by IMMIB (Istanbul Minerals and Metals Exporter's Associations) for the 11th time this year. Our Association attended the fair in 2015 with 20 companies on a total of 400 square meters in the North and South halls of the fair area. Participant firms from Turkey offer kitchen, bathroom, and housewares manufactured of cast iron, Teflon, enamel, plastic, melamine, metal, and glass throughout the fair.

INTERNATIONAL HOME & HOUSEWARES SHOW 2015



THE HONG KONG HOUSEWARE 2015 FAIR

This year, 23 firms participate in the Hong Kong Houseware fair, for which we will organize Turkey's national participation for the first time between April 20-23, 2015. Our national participation booths covering an area of 460 square meters are located right in front of the 3D hall entrance which sees heavy visitor traffic. The plastic and metal hose-bathroom wares, stainless steel, cast iron and aluminum cookware and glass souvenir product groups are displayed in our national participation booths.

TURKISH KITCHENWARE EXPORTERS

KITCHENWARE ●

PLASTICWARE ●

ELECTRICAL ●

INDUSTRIAL ●

TABLEWARE ●

GIFTWARE ●

HOUSEWARE ●

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