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A complimentary copy from İMMİB. ISSN-1309-4998



Hello,

We are thrilled to meet with you at the Ambiente 2016 fair, the world's largest fair in the kitchen and housewares sector, in which İMMİB will attend with 71 firms with a national participation for the 21st time this year.

Let us begin with a brief news tour... We have organized a sectoral trade delegation visit to Fort Lauderdale/USA between October 25-29, 2015 with the attendance of 9 firms from the Turkish house and kitchenwares sector. Each company had an average of 30 meetings during the two day bilateral business meetings event.

23 firms included in the 2nd Turkish House and Kitchen Wares Overseas Marketing Team that is conducted in partnership between Istanbul Ferrous & Non-Ferrous Metals Exporters' Association (IDDMIB), and ZÜCDER (Turkish Glassware Association) were visited by consultants, and a needs analysis was carried out. With this needs analysis, the cluster's consulting needs, strategy, and target markets were determined. The training events specified in the need analysis will be followed with local and overseas marketing events.

The sector showed great interest in the Industrial Kitchen UR-GE project that had been announced during the past months, and that will be conducted by IDDMIB and TÜSID (Laundry and Catering Equipment Manufacturers' and Distributors' Association) in partnership, and 48 companies participated in the project. The first stage of the project, needs analysis, will be carried out in January and February and the cluster will begin operations expeditiously.

We have organized the second instance of the Plastic and Metal Packaging Design Competition, for the purpose of offering export products to world markets with original and innovative packaging designs. In addition to cash prizes, winners who ranked first in the competition also earned the chance to visit prestigious packaging fairs overseas, and to use the Ministry of Finance's overseas education scholarship.

Let us briefly mention the other titles we have included in our magazine, which we hope you will read with pleasure. In our brand story page, we hosted Jumbo. Ege, Eminem, Göreme, Kavsan, Öztiryakiler, Porland, Renga, SNT were other firms with which we made interviews. In our styling pages, we aimed to present you with the designs the Turkish kitchenware sector prepared for 2016 and for the Ambiente Fair. We believe that these star products of Turkish firms will interest you as well.

On our nostalgia page, we discussed the properties of tinsmithing, which dates back to 3000 B.C. and is known as part of the Turkish culture. In this issue, we heard the design stories of four designers who have made their mark with successful products in the kitchenwares sector, Sevin Coşkun, Burcu Büyükünal, Meriç Kara, and Seyman Çay.

We conversed with experienced chef Mehmet Siriş about the profession of cooking said that his experience in Çırağan Palace Hotel Kempinski Istanbul which lasted for nearly a decade had set the roadmap of his life, and we heard his delicious recipes.

In hopes of meeting you at the IHHS and Hong Kong fairs in the days to come...

Chairman of Istanbul Ferrous and Non-Ferrous Metals Exporters' Association Ridvan Mertöz Chairman of Istanbul Chemicals and Chemical Products Exporters' Association Murat Akyüz Chairman of Electrical, Electronics and Services Exporters' Association Fatih Kemal Ebiçlioğlu



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professional kitchen equipment



kitchen ware





COMPLIANT WITH EUROPEAN STANDARDS

The Artenova AE 780 T kitchen sink model was offered for use with a modern and striking design. The product dimensions are 480 x 780 x 170. It can be manufactured as 0.60 mm and 0.80 mm at the ideal thickness desired. The product also comes with satin and decorated surface finishes. Our product which has two different designs can be manufactured with overflow from the tub or drain board. Since a siphon outlet can be used with a small or large whole, it is suitable for use with garbage compactor. AISI 304 18/10 cr.ni stainless steel compliant with European standards is used in the production of Artenova branded kitchen sinks. Therefore the products are offered with an indefinite company guarantee.

www.artenova.com.tr



AŞK-I OSMANİ

Doyenne of Ottoman Art History Professor Nurhan Atasoy, PhD, and architect-art historian and novelist Professor Gül İrepoğlu, PhD have combined their wealth of knowledge in a peerless creation. Implemented by Bernardo, the masters of table design, the Aşk-I Osmani collection inspired by Ottoman patterns and Ottoman colors, carry the beauty of the past to our day with a new approach. As the Zerre-i Kubbe, Kısmet-i Kubbe, Bereket-i Kubbe, İkrami, Altın Kafes, Levni, Gül-i Firuze, and Çintemani series were created on the inspiration of traditional Ottoman patterns, the product

and pattern design-application was the work of the skilled hands of Sevil Acar. The Bernardo Aşk-ı Osmani Collection which is based on knowledge filled inspirations from Ottoman art, and is made up of pieces that will be used with pleasure in experiencing the gusto of the palace at homes, includes varied products such as dining sets, tea and Turkish coffee cup sets, trays, bowls, platters, service pieces, chandeliers, gondolas, pans, Turkish delight serving dishes, fruit bowls, and appetizer bowls.

www.bernardo.com.tr

THE COOKPLUS TEA MAKER AND KITCHEN SET

The tea you steep with the Cookplus Tea Maker maintains its freshness for a long time. It does not lose its flavor after the third glass, like tea does when it is steeped in a regular teapot. It is suitable for nuclear and crowded families in terms of capacity. The glass upper section highlights the clarity of the tea. The kitchen set will charm you with its color and what it does. You can recommend to your loved ones with ease.

www.cookplus.com



ARZUM FIRRIN

Thanks to Arzum's award winning side feed toaster design "Fırrın" which is the first of its kind in the world, you can toast foods of all sizes ranging from pitahs to beureks, bagels, and buns.

Arzum Fırrın", the award winning product of Arzum which creates big differences with small touches is becoming a fixture in your kitchen for its decorative design

and convenience of use. Having won the IF Design, Design Turkey, Plus X Award, and the Hong Kong Industry Award, Firrin sets itself apart by being the first side feeding toaster in the world. Arzum Firrin which defrosts bread taken off the freezer within minutes thanks to its defrosting function can be easily cleaned thanks to its removable sliding oven tray.

www.arzum.com.tr

































We are looking for country distributors

kitchen udre





THE SILENT CHEF IN THE KITCHEN

GoldMaster's food processor which began production in Turkey, offering technology and design with a unique harmony, the Elena Max becomes the greatest helper of people who enter the kitchen. Having served with a power of production and R&D at global standards for 40 years, GoldMaster turns food preparation into entertainment with the Flena Max food processor it began manufacturing at its factory in Turkey. Elena Max which serves the functions of chopping, blending, mixing, slicing, and grating in the easiest and fastest way thanks to its powerful 1000 W high performance motor, sets itself apart from its competitors in the market for its silent operation.

www.goldmaster.com.tr

TO ENJOY POPCORN

Esse has prepared a special popcorn series for people who delight in watching movies or TV series at home during long winter nights. Popcorn pots specially designed for a fresh and warm treat to be enjoyed in front of the TV, the Essenso Zippy and Whirley await film enthusiasts planning to spend evenings at home, at Esse stores.

Zippy which is very convenient and clean thanks to its aluminum frame and non-stick interior surface, Zippy guarantees the same deliciousness down to the last kernel of corn, thanks to its patented stirring mechanism. Hassle-free popcorn can be enjoyed at any kitchen with a glass lid that allows viewing the inside of the pot during the popping process, and a silicone lidded hole that makes adding ingredients a breeze. The recipe booklet that comes with Essenso Zippy guides those who wish to sample different popcorn flavors. Essenso Zippy is also convenient in that it can be washed in the dishwasher.





AHMETAL USES LATEST TECHNOLOGIES

Ahmetal located in Bolvadin-Afyon-Turkey, produces baskets for all kind of pots and pans, exporting 30% of production overseas (France, Belgium, Spain, Egypt, Lebanon etc.), and 70% of its production to local markets while seeking strong customers and trying to extend market shares. Ahmetal carries out all of these activities in a 3000 square meter factory with a staff of 25, using state of the art technologies and high quality raw materials that are not harmful to the end user or the environment. Tin coated baskets for pots and pans.

www.ahmetal.com.tr



















Luyano Ltd. is the only company who sells its unique enamel collections in Turkey and all over the World.

Enamel Collections can be customized with tailor made models and with special colors upon request.







LunArt by Luyano

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kitchen



FRIMA VARIOCOOKING CENTER MULTIFICIENCY®



Inoksan which has embraced the principle of always offering the most advanced technology to its customers has brought the VarioCooking Center MULTIFICIENCY® that has become indispensable to expert chefs in thousands of professional kitchens around the world to enterprises in Turkey.

The VarioCooking Center MULTIFICIENCY® has expedited the trend of multifunctionality

in kitchen technology by combining all functions including roasting, boiling, frying, grilling, slow cooking, pressure cooking and Sous-Vide cooking in a single device

With 4 times the speed and 40% less energy consumption as compared to conventional cooking methods the VarioCooking Center MULTIFICIENCY® offers economy of time and energy, the greatest need of professional kitchens in today's world. The economy of space in the professional kitchen which is made possible by using a single device for many functions is a unique solution for every shrinking spaces and it creates a lean working

environment for the user.

www.inoksan.com

INNOVATIONS FROM VESTEL



The Vestel Brunch Series 2000 Inox Red Water Heater will complement your breakfasts. Having a large capacity of 1.8 liters, the water heater allows longer use thanks to its lnox main body. While its stainless steel hidden resistance allows healthy and elegant use, its washable calc filter makes your life easy. Fresh fruit and vegetable juices you will prepare with Vestel's Mix & Go Blender series will add freshness and health to your breakfasts in the new year. Its easily removed and remounted stainless blades allow you to prepare healthy beverages from all types of fruits and vegetables. You can carry your healthfilled beverages anywhere with their mixing bottles offered in two sizes. www.vestel.com.tr

SOFT GRANITE SERIES

Savasan Enamelware has been in this sector for over 40 years and increased its reputation each and every year. Thanks to our R&D department, we have revolutionized cookware. Not only the shape but also the materials used in production must meet the expectations of the end-user. The Soft Granit Series was born of countless researches. It is heavy gauge & weight, just like granite stone. With the best nonstick finish, it is easily cleaned and saves precious time. www.savasan.com









kitchen udre





Instead of common application on aluminium in the world market, Eternity shows its difference once again by using healthy porcelain enameled steel as a substrate for its unique production process. Whereas innovative 4 layer coating presents a healthier surface for cooking, it also provides a perfect functioning performance. As a result, the combination the of latest coating technology and natural inspiration elevate cookto a higher professional level. With a variety of styles and sizes, you'll be sure to find a Granite Cooking Utensil that's just right for you.

www.guzelis.com.tr



AYKASA FOLDING CRATES

Aykasa folding crates are designed for practical houseware usage with space saving advantage. There are different sizes of Aykasa folding crates with volume capacities starting from 4 liters to 45 liters.

When you need to use the folding crates, you just open easily. When you don't need to use the folding crates, you can easily fold and put them in any storage area in the kitchen, they take very small space. All Aykasa folding crates are made by the same material that is for baby bottles, conforming to Food Codex. Aykasa folding crates have maximum air circulation design, so you can put your fruits and vegetables inside to keep them more fresh. Aykasa folding crates are durable in deep freezer and refrigerator. There are 25 different color alternatives.

www.aykasa.com.tr

FOUR BLADE BLENDER SET

Korkmaz shortens the time you spend in the kitchen by providing additional power with the four blade blender set it has developed. Korkmaz, which helps you make more time for yourself with the small home appliances it designs has a new product, the Mia Mega Blender Set that will be your greatest helper in the kitchen. The stainless steel set that comes with blending, whisking, chopping, and grinding functions can be used with convenience on hot and cold dishes. The product comprises four steel chopping blades, a wire whisk, a 1500 ml capacity chopping chamber and 1000 ml capacity measuring cup. The product which has a dual turbo speed setting also contains a stainless steel chopping rod and whisk. The product a non-slip surface also an easily detachable and washable mixing rod. The product comes in pink, lilac, turquoise, and blue colors in vintage hues.





Made in Türkiye



Premium quality at plastic households and professional kitchen equipments since 1957...

www.boraplastik.com.tr

kitchen udre





ALL KINDS OF TRAYS

Göreme Melamin which is situated in Istanbul and has a history that goes back to 70s, is one of the pioneers activating in melamine sector. It was founded officially in Bayrampaşa/Istanbul approximately in 1972. The machines operated with manual techniques at the beginning period. Then they were motorized and automated by our own techniques. Actually they currently produce all kinds of trays and new cake covers at the moment.

www.gorememelamin.com.tr

VIKING PROFESSIONAL PRODUCTS



Viking Professional cares about Hygiene as much as its customers care about taste. Prioritizing high hygiene standards are essential for mass consumer markets. Viking Professional's kitchen hygiene portfolio and dosage equipment allows remarkable delicacies to be prepared at the industrial kitchens. Viking Professional Kitchen Hygiene products are developed with R&D experts through state-of-the-art technology and sustainable philosophy. Viking Academy provides theoretical and practical workshops for Viking Professional products and systems. Workshops expose a great advantage to maintain total hygiene and sustainable customer satisfaction. They invite you to try the experience of Viking Professional kitchen hygiene products for the best dishes and service.

www.sailorviking.com

INNOVATION IN THE KITCHEN

Non slip edges, anti-bacterial and anti-odour, sturdy cutting surface, easy clean, knife friendly. Gondol Plastik's new product, a basic non-slip chopping board launches a new era in kitchens, with its newest double injection technology. Diswasher-safe, BPA free, environmentally friendly production, 4 trendy color options (red, purple, pink and yellow) and 2 different sizes (big and small). www.gondolplastic.com





TRANSPARENT FOOD CONTAINERS

Yeşiller Plastik has collected its kitchenware products under the Açelya brand. Açelya food containers preserve foods in healthy conditions for a long time while offering safe storage for all sorts of items. They are manufactured using polypropylene plastic. Their transparency allows you to see inside it, even when it is inside the fridge. Açelya strainer, dish dryer, and many other kitchen ware objects facilitate your life while adding elegance and aesthetics to your kitchen with their modern design.





MARKIZ DINING SET FROM EMSAN

The Emsan Markiz Dining Set is hard thanks to the bone dust in its content, and scratch resistant with its transparent nature. It brings elegance to your tables with its pattern embossed on white porcelain, and its golden embellishments. You can serve your loved ones in crowded dining tables with the simple and elegant design of the Markiz Dining Set for 12.

www.emsan.com.tr

A GOLDEN TOUCH IN THE KITCHEN

GOLD HAS BEEN ACCEPTED AS THE MOST APPARENT INDICATION OF WEALTH THROUGHOUT HISTORY. THIS GOLD MEETS WHITE, AND SOMETIMES STEEL, CREATING A LOVELY LOOK IN YOUR KITCHEN, CREATING QUALITY. WE HAVE TAKEN A LOOK AT PRODUCTS THAT BRING A GLIMMER TO THE KITCHEN FOR YOU.

GLIMMERING TABLES FROM KORKMAZ

Korkmaz, which has manufactured stainless steel kitchenware and household appliances since 1972 has managed to continuously develop its manufacturing capacity with state of the art technology, succeeding in extending its current market position to a larger area. Human health is foremost among the criteria which guide Korkmaz's vision. All products are compliant with international norms of health and quality. Korkmaz which also moves ahead with significant steps in foreign trade relations exports to nearly 80 countries. Korkmaz's Lyda Swing cutlery set comprises 89 pieces and is offered for sale in its special leather box.





CERAMIC COATED POT FROM HISAR

Hisar which has embraced the principle of high quality manufacturing of cutlery and steel cookware, manufactures its products from 304 stainless steel alloyed with 18/10 chromium-nickel. Products come with a factory guarantee against corrosion, and are offered for use after undergoing a careful quality control process. Hisar equips its factories with computer controlled modern machinery and equipment which minimizes manufacturing errors, and Hisar's Mercury ceramic coated cookware set displays the finest example of the combination of white and gold with its gold handles and white lid. www.hisar.com.tr

A RETURN TO THE 70'S FROM PORLAND



The Bohemian collection of Porland -which itself was first established in 1976- inspired by the spirit of the 70's and the romance of the 50's has its prominent themes in bohemian elegance, the unique harmony of gold with white, a positive romantic effect, and the colors and patterns freely displayed by the theatrical atmosphere born of the use of two different patterns. The Bohem (Bohemian) collection of Porland comprising a dining set, tea and coffee service sets manufactured of the patented and trademarked Alumilite porcelain which combines the creamy color of soft porcelain and the durability of hard porcelain, includes an interpretation of two different patterns which have been aged using only golden gilt, creating an amorphous effect.

www.porland.com.tr











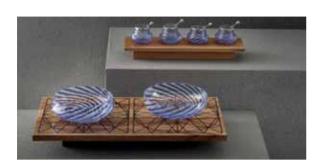




NOUVAL GROUP MUTFAK EŞYALARI DIŞ TİC. LTD. ŞTİ.

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kitchen



CHESM-İ SÜMBÜL

Pasabahçe which continues to combine design with glass has offered its new collection "Omnia" in which it designs the future of glass by interpreting the wealth of Anatolian culture with modern lines to the appreciation of glass enthusiasts. Paşabahçe's Chesm-i Sümbül Spice Set bears the signature of designer Ali Bakova, who used lids in traditional Çeşm-i Bülbül using them outside their original purpose, by turning them upside down and converting them into a tabletop service set for salt-pepper-oregano-dried mint.

SPICES AND SPICE CRUETS

SPICES THAT IMBUE DISHES AND THE FOOD CULTURE TO WHICH THEY BELONG WITH AN IDENTITY ARE ESPECIALLY INDISPENSABLE FOR US IN TURKEY. THUS, SPICE CRUETS MUST ALWAYS BE AT OUR FINGERTIPS, AT THE MOST EASILY ACCESSIBLE POINT OF OUR KITCHEN.



YOUR KITCHEN'S CHEF

Obje Plastik which is one of the fastest developing manufacturing and exporting companies of Turkey in the plastics sector since its founding in 2007 has a product range of over 200 products in the plastics kitchen and house wares sector. Obje Plastik, which operates with 50 employees on 4 thousand square meters offers the Şef salt and spice service, which is remarkable for its high quality elegance and convenience. The Sef salt and spice service is waiting to be the chef of your kitchen, on lovingly prepared tables. www.objeplastik.com

BILARDO SPICE SERVICE

The Jumbo Bilardo spice service manufactured of stainless steel has three semi-spherical compartments. While round metal lids perfectly complement the design of the tri-compartment main structure, creating a global design and look. Cylindrical holders mounted on the lids create a holistic look with the rod and holder mounted on the main body. The Bilardo spice service has lesser risk of overturning since it contacts the table at three points, and in addition to enabling spices to be easily carried with a single move, create a more clutter-free and elegant look in the kitchen or on the table. The lids with their convenient use allow comfort while rendering the design more elegant with their visual appeal. www.jumbo.com.tr



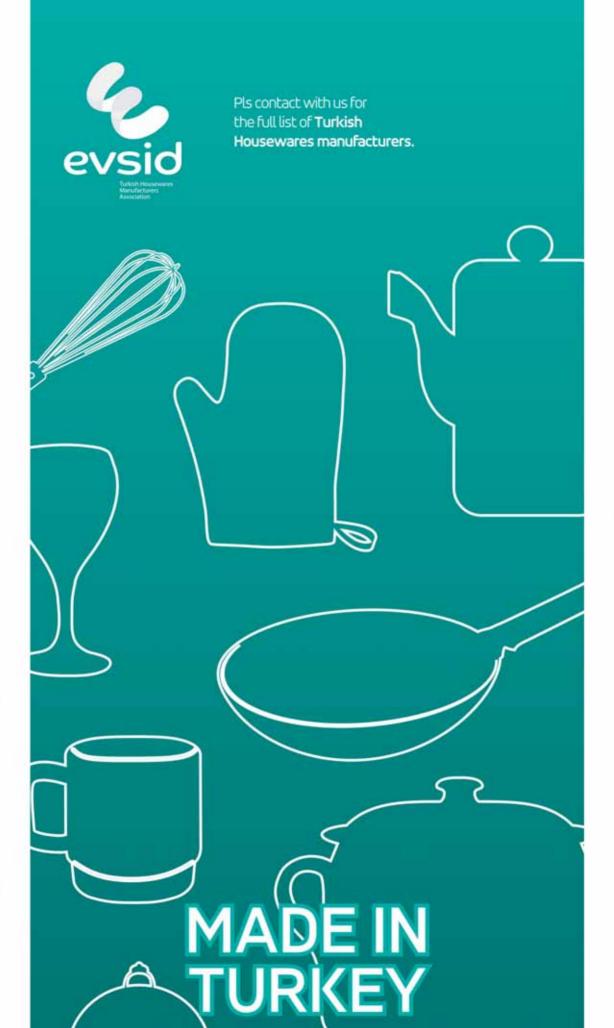


GLASS SPICE JARS WITH COLORFUL LIDS

Es Kalıp San. ve Tic. Ltd. Şti. which was founded in 2004, and serves the house and table wares sector under the Eminem brand manufactures glass kitchen and table wares. In addition to being healthy for their glass material, Eminem spice jars are visually appealing for their different and colorful lids.

www.eminem.com.tr





Istoç 50. Yol No: 2 / 84 Toptancılar Mahmutbey Bağcılar/İstanbul/TÜRKİYE Çarşısı C plaza 8.Kat No:67

Ihracatçıları Derneği Sanayicileri ve

Association Manufacturers Turkish Housewares

Ev ve Mutfak Eşyaları

www.evsid.org.tr - evsid@evsid.org.tr

kitchen ude



sen Karatekin stated that they carry out 100% local production, and most importantly manufacture under healthy, and hygienic conditions, and told us about Porland.

Would you tell of your company's founding process?

Today Porland, which employs over 1500 people with its porcelain production as well as its other brands in its portfolio, is a significant player which exports 65 percent of its production volume to over 30 counties on four continents in the world with a manufacturing capacity of nearly 70 million items a year, more than 20 stores within Turkey, regional directorates catering to the horeca market, and many sales points; and the great portion of this success belongs no doubt to Süleyman Pamukçu who has transformed his commercial life into a success story by working hard with the dream and ambition of becoming a world brand. The closing down of İstanbul Porselen in 1990 which was Porland's major supplier laid the foundation of its current manufacturing identity. It established



"PORLAND IS A WORLD BRAND"

ESEN KARATEKÍN, PORLAND CORPORATE COMMUNICATION EXECUTIVE STATES THAT THEY CATER TO THE WORLD MARKET AS PORLAND, AND ADDS, "WE THEREFORE CONDUCT SIGNIFICANT RESEARCH ON KITCHEN REQUIREMENTS BORN OF CULTURAL DIFFERENCES."



Porland Porselen Sanayi ve Tic. A.Ş. in 1992 and carried out its first porcelain production at its factory in Gebze. Subsequently, the Bilecik manufacturing plant was commissioned in 1996 with an outdoor space of 300 thousand square meters and an indoor space of 70 thousand square meters. Today marketing operations of products manufactured with Porland Porselen are still carried out by İmge İhracat ve İthalat Şirketi that is housed under the same roof.

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

All products we offer to the market can be bought as sets or as individual pieces. In the same way, we will be working to achieve long term sustainability of our quality criteria which we have developed, including mechanical strength, surface hardness, and the advantage of 100% local production.

Would you tell us of the investments you made in 2015?

We have enjoyed the pride of opening the largest store of our sector on an area of 3000 square meters in

Vialand SC. Similarly, the number and quality of our foreign connections and our sales points have increased significantly, on the road to becoming a world brand. We have reinforced our American, Asian, and European market with the Middle East in specific projects. Aside from these, we have introduced innovative products that keep the pulse of the market with the consumer one after the other, with our manufacturing identity. Our Alumilite (Porcelain with Alumina) porcelain products which we have developed as a result of three years of R&D work have achieved the desired effect both in horeaca and in retail.

Would you tell us of your product varieties?

We have a target product group in porcelain which we can divide into two sub-groups. These are horeca (professional) and household products. We design our gastronomy products by considering the expectations and needs of the sector. We manufacture different designs and forms for different world cuisines. Our gastronomy consumers can purchase the products without patterns or decorations, and can also purchase them with special logos, and patterns upon demand. Our household products include tabletop products such as products used in the preparation stage, cookware, service products, decorative and gift products, bathroom products, and accessories.

Do you have overseas dealerships?

We conduct most of our foreign sales via our dealers. However, hotels and restaurants sometimes purchase directly from us.



V Model Soft Granite Series



Savaşan Emaye ve Soba Sanayi Ltd. Şti.

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www.savasan.com savasan@savasan.com





kitchen ware



ge Ev A.Ş Export Manager Soner Arslan answered Turkish Kitchenware's questions.

How long have you been in this sector? Would you tell us briefly of your company's founding process?

Ege Ev Ürünleri A.Ş (EGE HOME PRODUCTS) has been established in İzmir/Turkey and effectively serving to costumer's need since 1996. From beginning to now, company has expanded capacity and improved quality while following customer satisfaction policy.

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

We have a strong Ar-Ge department whichworks in harmony with fabric designers, brochure designers and Plastic and Metal mould departments in our own structure. Strong colloboration of these units drive us to the top during the creative process.



"EXPORT TO MORE THAN 65 COUNTRIES"

SONER ARSLAN SAYS, EGE EXPORTS TO MORE THAN 65 COUNTRIES AND ITS PRIMARY OBJECTIVE IS TO BECOME ONE OF THE TOP 1000 EXPORTERS OF TURKEY.



Would you tell us of the investments you made in 2015?

We believe that the biggest investment is good workers for a strong company. Ege improve the quality with qualified workers and continuous improvements on factory production capability

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

Ege currently exports to over 65 countries all around the world currently. Ege's primary objective is to become one of the top 1000 exporters of Turkey, which is a very achievable objective considering our current export figures.

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

We attend many International fairs like Ambiente, Chicago, Hong Kong and in Turkey like Zuchex and Ideal Home, which creates many opportunuties to meet with our potential and current costumers. We were happy to be in these fairs for years and we will continue to be there in 2016.

Would you tell us of your product varieties?

Ironing boards, clothes dryers and ladders are main products that we have focused to be unbeatable manufactuer of Turkey. We have wide variety of these products in our production line as we serve all the levels of the market.

Do you have overseas dealerships?

We have strong distribution channels and sole agents in some countries as Germany, Algeria, Austria, Kazakhstan, Saudi Arabia, etc... Beside we have our own Office and sale persons in Russia.

WHAT DO YOUR PLANS FOR THE FUTURE

We are mainly aiming to make stronger our influence in export markets by creating new success stories in new regions. As we said "we are, where you are".





www.gorememelamin.com.tr



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kitchen



"RENGA IS A CUSTOMER ORIENTED MANAGEMENT"

CENK ALBAYRAK SAYS THAT, THEIR PLAN IS TO ENTER SOME OF COUNTRIES ESPECIALLY IN THE CENTRAL AFRICAN AND SCANDINAVIAN REGION OF EUROPE.

ercanlar Kitchen-Renga
Deputy General Manager Cenk
Albayrak answered Turkish
Kitchenware's questions.

How long have you been in this sector? Would you tell us briefly of your company's founding process?

Our company is in this area of busines for more than 15 years, due to the right investments and customer oriented management we have become one of the most reliable supplier of glassware kitchen items in the world.

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

We have our own r&d department which is developing our new designs and innovating the current ones as per the demand of various markets that we have.

WOULD YOU TELL US OF THE INVESTMENTS YOU MADE IN 2015?

Along with some new items we recently produced which have been aprroved by the accredited organizations such as SGS and INETERTEK, due to the well-organized quality and production facilities we are also confirmed to have ISO 90001certificate.

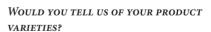
DO YOU EXPORT, AND WHAT ARE THE COUNTRIES IN YOUR PORTFOLIO? WOULD YOU GIVE US INFORMATION ABOUT YOUR EXPORT FIGURES?

We are exporting to many of countries from South America to far east and from northest region of Russia to South Africa.

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

We either make contracts with some of

our customers already during the fair or keep negotiation after the fair to consider their additional demands and do our best for matching with the expectation of market.



Glass Kitchenware items with plastic accessories, plastic tableware items and bambu&metal Kitchenware items.

Do you have overseas dealerships?

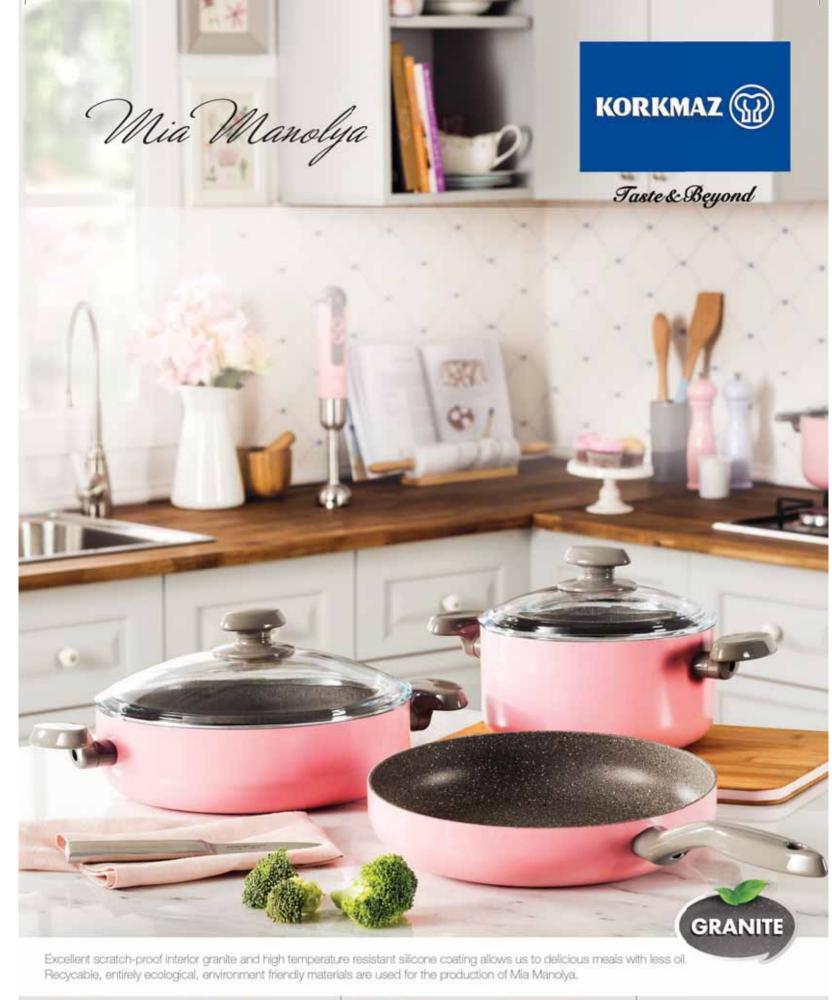
Yes we have some exclusive customers in some certain countries.

What do your plans for the future entail?

Our plan is to enter some of countries especially in Middle Africa and Scandinavian Region of Europe. Our main goal is to develop easy use & innovated kitchenware items with reosanable amount, we consider the demand & life style of many different markets which allows us to keep and supply such a big product range.













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"WE HAVE ALWAYS EXISTED WITH OUR QUALITY"

CENK KAVUKÇU, EXECUTIVE DIRECTOR OF KAVSAN STRESSES THAT KAVSAN HAD COMPLETED 30 YEARS IN THE SECTOR, AND HAD CARRIED OUT HIGH QUALITY PRODUCTION THROUGHOUT THIS PERIOD, AND SAYS, "WE HAVE EMBRACED THE MISSION OF ALWAYS BEING THE FIRST ONES TO MANUFACTURE A PRODUCT."

enk Kavukçu says, "Kavsan's name in the sector is equivalent to trust," and adds, "Now we are moving forward with our new child, Zucci." We have conducted an interview with Cenk Kavukçu.

How long have you been in this sector? Would you tell us briefly of your company's founding process?

Our experience in the sector which began as a company with multiple partners in 1975 has continued under our title of Kavsan Plastik ve Metal San. Tic. Ltd. Sti. since 1987. The founder of our company, Cihan Kavukçu is a doyenne of the sector and Kavsan's greatest advantage in achieving its current state. Cihan Kavukçu is known in our sector as a person who is in love with production, and his name inspires trust in the sector. Thanks to this advantage, Kavsan has taught its employees and the sector its production stance that does not waver in quality, and the essential nature of being honest and reliable, and has built its corporate personality on these facts. Therefore Kavsan's name in the sector is equivalent to trust."

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

Our aim is to always manufacture the newest and most different. We have embraced the emission of always being the first ones to manufacture something. An average of 10-12 thousand products come out of our manufacturing facility per day, and after packaging and quality control, are offered for sale. We have a



total capacity to process around 200-220 tons of raw materials on an average monthly bases in all our product lines.

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

Our R&D department is headed by our company owner Cihan Kavukçu who is a designer himself, and 35-40 percent of Kavsan products are born of his drawings.

Would you tell us of the investments you made in 2015?

2015 is the year in which Zucci, Kevsan's largest investment to date was born. We are combining Kavsan's vast experience and great power gathered through the years with Zucci's innovative and aesthetic bearing. Kavsan is completing 30 years in the sector, and has been carrying out high quality production throughout this period. Despite these 30 years, we are always open to new perspectives, new visions. We are now moving ahead with our new child, Zucci.

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

Export has always been a priority for Kavsan. Our company made its first export in 1994. 2014 and 2015 were very important year in terms of our exports.

Turkey's place in the last decade as well as our mutual relationships with different countries that are growing on a daily basis, the clearing of the way for the African market, and the economic situations of European countries have added to our speed. Our aim for 2016 for both Kavsan and our new brand Zucci is to double our export potential.

Would you tell us of your product varieties?

Our portfolio comprises 200 product varieties. We currently serve our customers as Kavsan, with the manufacture of plastic, metal, wood, and ceramic products. Gathering such a large number of different materials and raw materials, different manufacturing methods, and such a diverse production track has been a long process for us. But at the completion of this process we are capable of contract manufacturing for our customers be it for the purposes of sale, or under their own brands. If we would summarize the basic attributes of Kavsan branded products, this word would be "quality."





Mia Duo Blender, in stages speed adjustment and heat resistant. Stainless steel beater which will be your biggest helper in the kitchen while cooking for grinding shredding the food.







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kitchen ure

"EMINEM IS CREATING A NEW PRODUCT RANGE"

EMINEM EXPORT MANAGER RAHMİ KAŞIKÇI STATES THAT THEY ASSIGN HIGHEST PRIORITY FOR THEIR NEW PRODUCT DESIGNS TO PRODUCTS THAT WILL MAKE LIFE EASIER AND ADD VALUE TO KITCHENS.

Rahmi Kaşıkçı stated that it was possible to find Eminem products in markets and bazaars in many Mid-Eastern countries, and answered our questions.

Would you tell us briefly of your company's founding process?

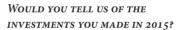
Our company began production of glass and plastic kitchen wares in 2004, on an area of 5 thousand square meters in Istanbul. Our showroom at İstoç Block 12 Nr. 62 opened at the same time, and this is where we run our marketing network.





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

We implement projects for new products by considering changing living conditions, and in accordance with the wishes and demands of customers, And we have ongoing projects. We create our new product projects in the form of a product family. We will serially produce salt shakers, spice and oil cruets and jar containers. We have a R&D department. We assign first priority in designing new products to products that will make life easier and that will add value to our kitchens.



In 2015, through our expansion efforts on our factory, we combined our two factories under a single roof. We have taken our production under control. We have also renovated our ISTOÇ showroom, and split it into two sections as export and local market sales.

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

We aim to export to various countries with the local and foreign fairs we have attended, and we plan to attend. Today, it is possible to see our products in markets and bazaars of many Mid-Eastern countries. We are of the opinion that we are successful in exporting to all Mid-Eastern countries. We are aiming for the Sub-Saharan countries, as well as the markets we have not yet been able to access in South America and Europe.



Would you tell us of your product varieties?

Our products comprise two sections which are glass and plastic products. Our glass products group includes cruets, salt and spice shakers, pitchers, and glass containers. We can group our plastic products as functional plastic containers, pitchers, soap dispensers, and spoon holders.

Do you have overseas dealerships?

We have dealers in several countries where we operate. We will assign greater importance to our dealership efforts in 2016.

WHAT DO YOUR PLANS FOR 2016 ENTAIL?

We shall open 2016 with the Ambiente – Germany fair. The fair will be followed by planned visits to several countries. Our company will become more popular through the new products we have designed.





Korkmaz Vertex Deep Fryer, which has removable oil container, ild and filter preventing the spread of odor, provides the sense of hygienic and easy frying.







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overseas@korkmaz.com.tr

"2015 HAS BEEN A YEAR OF INVESTMENT FOR US"

ÜNAL DEMIR, CHAIRMAN OF THE BOARD OF EXECUTIVES OF SANAT TOPRAK ÜRÜNLERI STATES THAT THEY HAD INVESTED IN MOLDS FOR NEW COLLECTIONS AND ADDED NEW EQUIPMENT TO THEIR MACHINE PARK IN 2015.

e have conversed about Sanat Toprak Ürünleri AŞ with Ünal Demir who states that they export 77 percent of their production.

Would you tell us briefly of your company's founding process?

In its production adventure which began in 2003 in the table wares sector, Sanat Toprak Ürünleri AŞ Porselen is currently one of our country's leading exporters. It continues its production on an indoor area of 17 thousand square meters, set on 90 thousand square meters in the Pazaryeri Organized Industrial Zone in Bilecik. The SNT brand was derived from our main company, Sanat. The manufacturing process which employs a total of 500 people does not compromise on international standards in work safety, worker's health, and environmental impacts.

How do you create new designs? Do you have a $R \not \circ D$ department?

Various product development efforts in accordance with customer demands in terms of forms and different colors are carried out by the product development department. We are also conducting a new product development project jointly ran by Product Development and R&D. Work is being carried out on a new product from the stoneware family, which we describe as a transparent material. We will offer this product group which is striking in terms of aesthetics and elegance, and dazzling for its off-white color and its gleam for the enjoyment of consumers as well. We have also observed that our products created with reactive glazes we had previously developed have enjoyed a significant

response from the market. We aim to meet new product lines and colors with new relief works in this area, and continue to offer them for the enjoyment of our customers.

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

We export to a range of countries from Europe to America. Also, Egypt which is called the door to Africa is one of our new albeit not very regular export markets. We currently export 77% of our products.

When we look at their share in our exports, stoneware products are predominantly exported while porcelain is predominantly sold to the local market.

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

The local Zuchex fair, and the overseas Ambiente fairs which are significant for





our sector, are among the fairs which we attend. We promote our brand by participating in fairs, and telling people about SNT. We are expanding our customer portfolio.

Would you tell us of your product varieties?

Our products comprise two main branches within the tableware sector. One is household products, while the other is the service sector known as HORECA. As SNT, we manufacture both stoneware and porcelain to meet the requirements of both segments. Our basic criteria in developing products that will meet the requirements of both sectors are aesthetic appeal and functionality.

WHAT DO YOUR PLANS FOR 2016

We have made new investments as dictated by the needs that emerged due to customer demands in stoneware. In porcelain we had completed our investment plan considering market demand, and decided to invest in this direction. In 2015 we have begun investment in construction, and we are near completion. Our porcelain investment is being made by Azur Porselen AŞ which is a member of our group of companies. We aim to reach a capacity of 18,000,000 units/ year with our technologically renewed manufacturing process at our new factory with an indoor area of 10,000 square meters. We will complete this process within 2016.





"WE SELL 60% OF OUR PRODUCTS IN THE INTERNATIONAL AREA"

AS THE FIRST COMPANY TO MOLD THEIR OWN MELAMINE IN KITCHEN PRODUCTS

MARKET, GÖREME MELAMINE WHICH WAS SET UP IN 1970, IS PROGRESSING BY

EXPANDING ITS EXPORT TARGETS.

e interviewed Hüseyin Cengiz who is a partner of Göreme Melamine Plastics & Bakalite Industry, about the company, the products of this company and their goals in foreign markets.

CAN YOU INTRODUCE YOUR COMPANY TO US BRIEFLY? WOULD YOU LIKE TO GIVE US SOME INFORMATION ABOUT THE ACTIVITIES OF THE COMPANY?

Göreme Melamin which is situated in Istanbul and has a history that goes back to 70s, is one of the pioneers activating in melamine sector. It was founded officially in Bayrampaşa/Istanbul approximately in 1972. The machines operated with arm techniques at the beginning period. Then they were motorized and chained by our own techniques. At that time, there were five pressing machines on operation. There were not many producers in melamine sector at that time and the moulds used to be imported from Italy as they were not being made in Turkey. Göreme Melamine was the first company which produced its own moulds. This work was realized by 12 people and now



we produce all kinds of kitchen goods and services.

HOW ABOUT THE PERFORMANCE OF YOUR COMPANY IN 2015? CAN YOU TELL THE GOALS OF YOUR FIRM ABOUT THIS YEAR AND NEXT YEAR?

We will be have more items in a short time. Because we have been obtaining new technologies both for domestic and international projects. In 2015, we took place in at the fairs in İstanbul. These had a good effect on our work. Because of it, we came in contact with our new clients. When our negotiations are over, we will

produce a variety of items both for kitchen and bathroom.

WILL YOU SUPPLY NEW PRODUCTS TO FOREIGN MARKETS THIS YEAR?

Actually we produce all kinds of trays and new cake covers at the moment. We are quite popular regarding this field. These are sold due to new designs and its quality. That is why they prefer us.

HOW ABOUT YOUR PRODUCTION CAPACITY? AND DO YOU HAVE NEW INVESTMENT PLANS?

Monthly, we produce 70-80 tons melamine for Turkey and for abroad. We will move to a larger space in a short time. And then we will develop us more efficiently for next year.

WHAT IS YOUR PRODUCT RANGE?

At the moment we have got 10 items. But we will have more in a short time, because technologie is developing and this brings more possibilities for us. Our outstanding products are trays and new cake covers.

What is the share of your production in domestic and overseas markets?

In the past, 70 % of our products were sold in Turkey and 30 % of it were sold abroad. Now it has changed because we have new items. At the moment, I can say that we sell 60 % of our products in international area and 40 % of it in Turkey's market.

Which countries are you mainly exporting to? Which are your target countries?

We export our goods to the Middle East and to European area. And now we would like to have more clients in South America and another continents.



ÖZTİRYAKİLER IS IN THE TOP FIVE IN EUROPE

IN ADDITION TO BEING LEADER OF THE DOMESTIC MARKET IN THE INDUSTRIAL KITCHEN SECTOR, ÖZTIRYAKILER WHICH HAS A WIDE MARKETING AND AFTERSALES SERVICE NETWORK WITH FOUR REGIONAL DIRECTORATES, 50 DEALERS, AND 80 AUTHORIZED SERVICE STATIONS IN TURKEY RANKS IN THE TOP FIVE COMPANIES IN EUROPE AND IN THE TOP 15 IN THE WORLD.



e have had an interview with Tahsin Öztiryaki, Vice Chairman of the Executive Board of Öztiryakiler who states that they had also opened what is the first R&D Center in the sector in last November.

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

Öztiryakiler has set the technologic course of the sector since 1958, as one of Turkey's first manufacturing firms in the industrial kitchen sector. With its 1300 employees in 10 group companies, on 130 thousand square meters of indoor manufacturing area at its manufacturing facilities in Turkey and Russia, it is one of the largest players in the market.

Would you tell us about your production and your production facilities?

Öztiryakiler serves in 108 countries on five continents via distribution channels and authorized service stations. It has showrooms and warehouses housing sales-marketing and project teams in Kazakhstan and Russia, and a manufacturing facility in Russia with 10 thousand square meters of indoor space. The firm which manufactured over 4,500 varieties of product for the gastronomy sector has over 10 thousand product varieties including the products it imports and the products it sells to the domestic market. Öztiryakiler products are sold

with the OZTI brand and the "Made in Turkey" stamp in 108 countries. Öztiryakiler is also the kitchenware supplier of the armed forces of many countries with its productions in portable field products.

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

Öztiryakiler which sets the technologic course of the industrial kitchen sector has established the first R&D Center with the sense of responsibility of being the leader of the sector. The center which is also the only R&D Center of the sector, equipped with all the skills and infrastructure needed to design industrial kitchen equipment from start to finish, develop and test the equipment opened last November.

WOULD YOU TELL US OF THE INVESTMENTS YOU MADE IN 2015? WHAT ARE YOU PLANNING FOR 2016?

While we included new dealers in the domestic market, we also began working with new countries. This year, we have created a reaction in the market as a brand by increasing our product figures and by offering quality at more affordable prices. Our domestic sales have increased in parallel to this. We have achieved not only a price advantage, but also a cost advantage by making our products of higher quality, more streamlined, and faster. We are more hopeful of 2016 in terms of export and the domestic market. When we look in terms of our sector, Turkey will have a better year in 2016.



kitchen ure

"TURKEY IS A LUCKY COUNTRY IN TERMS OF FOOD"

Chef Mehmet Siriş who has set his heart on the profession of cooking for 30 years says theirs is a difficult job and adds, "If you absorb this difficulty, accept and enjoy it, cooking a bad dish counts as a defeat for you."

WHEN AND HOW DID YOU FIRST BECOME INTERESTED IN COOKING?

I entered the kitchen to help out when I was in high school, and I have not been able to leave it since.

How did you develop yourself in this area?

I think it is ideological. While I was not overly fond of the service part, which I had started with enthusiasm, I thought I should be a master of a marketable skill. I had to be an artisan, and do higher quality work than everyone else. In other words, I had to create awareness. I entered the kitchen with that ambition. For 30 years we have roamed the world. This is an adventure that still goes on, even though we don't know where it will end.

HAVE YOU RECEIVED AN EDUCATION ON COOKING?

Education is indispensable for mankind in every sense. I have had a lot of professional, and academic education. The first step in creating the food is the order, and the cold chain that is part of the order. Storage before the product has gone bad, processing, and timely presentation. We call these "HACCP Steps" (Hazard Analysis and Critical Control Point)." I have received many training courses in cooking, chopping, color matching, calorie scales as well as in techniques for safety in the kitchen that are offshoot of these, and I am still learning to meet the standards of the globalizing world.



MEHMET SIRIŞ

CHEF MEHMET SIRIŞ THINKS
TURKEY IS A LUCKY COUNTRY
FOR ITS HISTORICAL
AND CULTURAL PAST
AS WELL AS ANATOLIA'S
AMENABLE LOCATION FOR
AGRICULTURE AND ANIMAL
HUSBANDRY, AND THE
FACT THAT ALL TYPES OF
VEGETABLES AND FRUITS
GROW HERE.

When was your first professional food-related job? Where did you work?

I can say that, my experience which lasted nearly 10 years at the Çırağan Palace Hotel Kempinski Istanbul was my first academy which directed the course of my life, and added a lot to my life. Afterwards I worked at Mövenpick Istanbul Hotel. During the course of my career, I had the chance to be a chief cook at the Barcelo Eresin

Topkapi Hotel. Then came experience overseas and in chain hotels around the world. Having completed that as well, I returned home. I wished to transfer my knowledge and experience to a new generation in my country, as required by my consciousness of my social responsibility, I proceeded on this road with the Holiday Inn Airport brand of the Intercontinental Hotel Group. After completing the opening of Hilton Kozyatağı and practiced my profession for nearly 1 year at the Marti Hotel Taksim, I retired.

What do you think are the basic attributes of Turkish cuisine?

In fact our country is a lucky one for its historical and cultural past as well as Anatolia's amenable location for agriculture and animal husbandry, and the fact that all types of vegetables and fruits grow here. I think Turkish cuisine gets its basic features from these conditions as well as the 6 century heritage of the Ottoman Empire.

What in your opinion is the secret to cooking well?

We have a very difficult job. If you absorb and enjoy this difficulty, cooking poorly is a defeat for you.





Tapasturka

- ½ scored calamari
- 2 cheese balls dipped in poppy seeds
- 2 salmon wrapped in crêpes
- 1 large shrimp
- 2 meatballs
- 2 tablespoons of tomato sauce
- 5 slices of smoked meat
- 1 breadstick
- 2 tablespoons of soy sauce
- 2 tablespoons of sweet & chili sauce

Lightly score the calamari and cook in the pan in a round shape and serve with soy sauce. Mix feta cheese with cream cheese, shape into balls, cover with poppy seeds and place on skewers. Lay smoked salmon on crepes, roll, and cut. Lay sweet & chili sauce at the bottom, fry the meatballs in a pan, than in the oven, and place on skewers. Serve with tomato sauce. Finally roll smoked meat with the breadstick like cutting pastrami, and serve as in the picture.





Veal tuffahiye

Ingredients:

- 150 g veal sirloin
- 1 green apple
- 2 tablespoons of oil
- 15 g of brown sugar
- 1 green pepper
- 2 tablespoons of almond
- 2 cherry tomatoes

Preparation:

Cook the meat in a hot pan with salt and pepper, cook apple slices in the same pan and place them on the meat. Serve with almond pilaf, grilled tomatoes, and pepper.

Caramel profiteroles

Ingredients:

- 4 profiterole balls
- 2 tablespoons of caramel sauce
- 1 physalis
- 1 raspberry
- 2 cranberry
- Chocolate sauce for decoration
- 1 piece of crunchy cookie
- Sour cherry sauce

Preparation:

Lightly caramelize sugar, add cream, which gets you the caramel sauce. Fill into the profiterole balls as desired. Serve as in the picture.





SEVIN COŞKUN



esigner Sevin Coşkun answered Turkish Kitchenware's questions.

Who is Sevin Coşkun and how did she step into the design world?

In 2004, after I graduated from METU, I started to work freelance on industrial design projects with my current business partner Mustafa Emre Olur. In 2005 IMMIB organized its first design competition, where we received the second prize with a cutlery set and third prize with a cookware set, in the professional category. At that time, the culture and awareness of design, as well as the understanding of the definition of this profession was insufficient in the industries and winning prizes at a product design competition of this scale generated significant momentum and motivation for our team.



"OUR VISION IS TO CREATE PRODUCTS"

SEVÎN COŞKUN SAYS THAT, TURKEY'S VISION IS TO CREATE PRODUCTS

THAT COMBINE ARTISTIC CONCEPTS.



Which sectors do you work for? Do you have a preference?

Altera Design Studio is a multidisciplinary design firm, focusing on product, activity and space design. We work for firms in various sectors. We reconfigure the design process, from the concept stage to the production stage, according to the needs of each sector. In addition to our intensive work in the Lighting, Home and Office Furniture, Furniture Accessories, Building Components and Medical sectors, we occasionally design for Kitchen Utensils, Toys and Packaging sectors. Arlight, Heper Group, Lamp83, Üzümcü Medical, Çebi Kilit, Hakart, Çetin Plastik, Procter&Gamble, Fy Mobilya, Işık Oyuncak, Star Plastik and Duş'al are among the firms for which we provide design and consulting services.

In terms of sectors, I could say that the lighting sector is where we get the highest demand for our services.

CAN YOU TELL US ABOUT YOUR ONGOING PROJECTS?

Right now we are working on two lighting product design projects simultaneously. One of them is a LED street lighting fixture for Arlight and the other is a spotlight product family for Lamp83. We are a multidisciplinary design office and we also work on activity and space design. We recently completed the activity design of a mobile tent for Prima. We are still working on their



booth design for the Mother Baby Child Fair that will be held in January 2016.

In addition to offering design and consulting services to firms, we recently started to get our own products manufactured. Tea, tea glasses and trays are traditional elements of Anatolian culture, which we reinterpreted with contemporary concepts such as speed, user friendliness and sustainability, and created Spring. The production of this set will start in February 2016 and it will be displayed at the Ambiente Fair 2016.

What do you think of Turkey's position in the industrial design sector and especially in the kitchen utensils segment?

The culture of design is still at its infancy in Turkey, not only in the kitchen utensils sector but in all industries. Of course there are pioneering firms that manage to establish this awareness, employ in-house designers and/or acquire design services. The question is how to create this awareness about the added-value of working with designers in other producers.



MERIC KARA



e came to know designer Meriç Kara, who says "I am interested in all areas where concept takes center stage, where the material's potential can be used," and we spoke with him about the world of design.

Who is Meriç Kara, and how did SHE STEP INTO THE WORLD OF DESIGN?

I was born in 1977, in İzmir. I earned my Bachelor's Degree in Industrial Products Design at METU in 2001, and earned my postgraduate degree with honors at the Domus Academy in Milan in 2002. I was part of the Design Department at Benetton's Communication and Research Center Fabrica in Italy between 2003 and 2005, and collaborated with designers such as Jaime Hayon and Aldo Cibic during this period. My works have been featured

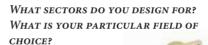




TURKEY WE CAN ORIGINAL WORKS"

MERİÇ KARA SAYS, "WE HAVE DESIGNERS AND COMPANIES THAT HAVE A VERY GOOD MASTERY OF THE KITCHEN. SOME LARGE FIRMS HAVE BEGUN TO DEVELOP SPECIAL COLLECTIONS WITH DESIGNERS."

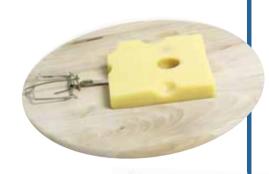
in various international exhibitions. fairs, publications, and companies since 2003. I founded Meriç Kara Tasarım ve Danışmanlık in Istanbul in 2009. I opened my first solo exhibit in 2010, and was elected "young designer of the year" by the Elle Décor magazine with this work. I began working as design editor for Size Magazine in 2011. I began teaching part time at the Bilgi University School of Architecture in 2012.

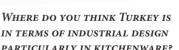


I work in various areas since the idea takes center stage in my work. I take part in joint projects with architects and advertising firms, and sometimes implement my own designs. I also take part in exhibits where I can interpret products. I design promotional products, indoor installations, serial and custom industrial productions, household and office objects. I am interested in all areas from notebooks to kitchen wares, where the concept takes center stage, where the potential of the material can be used, by trying and researching over and over.

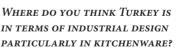
Would you give us information ABOUT YOUR CURRENT WORK?

I have most recently designed various bags for a corporate firm; we have designed an iPad cover, a pencil box, and cylindrical containers etc. products for architects in felt. I am currently working on new designs in this area. I am developing the ideas I had liked, but that had stayed as sketches under my own brand.





We have designers and companies that have a very good mastery of the kitchen. Some large firms have begun to develop special collections with designers, and to promote designers along with the exhibition, by also accentuating designer's names. Competitions related to the subject have also begun to increase. We can see original works. I hope similar approaches will be possible in other firms as well, as soon as possible. As companies come together with designers with whom they are compatible, more products will emerge that distinguish brand identity, are focused, speak the same language, and increase each other's strength.





"THERE IS AN INTEREST IN DESIGN, AND THERE WILL ALWAYS BE"



STATING THAT THERE IS AN EVER INCREASING NUMBER OF COMPANIES ACQUIRING DESIGN SERVICES, "THERE IS AN INTEREST IN DESIGN, AND THERE WILL ALWAYS BE," SAYS SEYMAN ÇAY.





e had an interview for
Turkish Kitchenware with
Seyman Çay who is currently
creating his design work under MG
Design.

Who is Seyman Çay, and how did he step into the world of design?

I graduated from the Industrial Product Design program of Istanbul Technical University. I currently attend workshop classes as a visiting scholar at the same university. I am also the design executive at MG Design. We are striving to maintain customer satisfaction at the highest level by adding and improving new industrial design methods to the ones that can otherwise be called "classical" back in the years we have started our journey at MG Design. We have a design approach in MG Design. We believe in a lean product language. We make each decision based upon a reason. In doing so we isolate design from non-functional elements, which leads to the emergence of selfexplanatory products.

WHAT SECTORS DO YOU DESIGN FOR?
We provide services in various fields

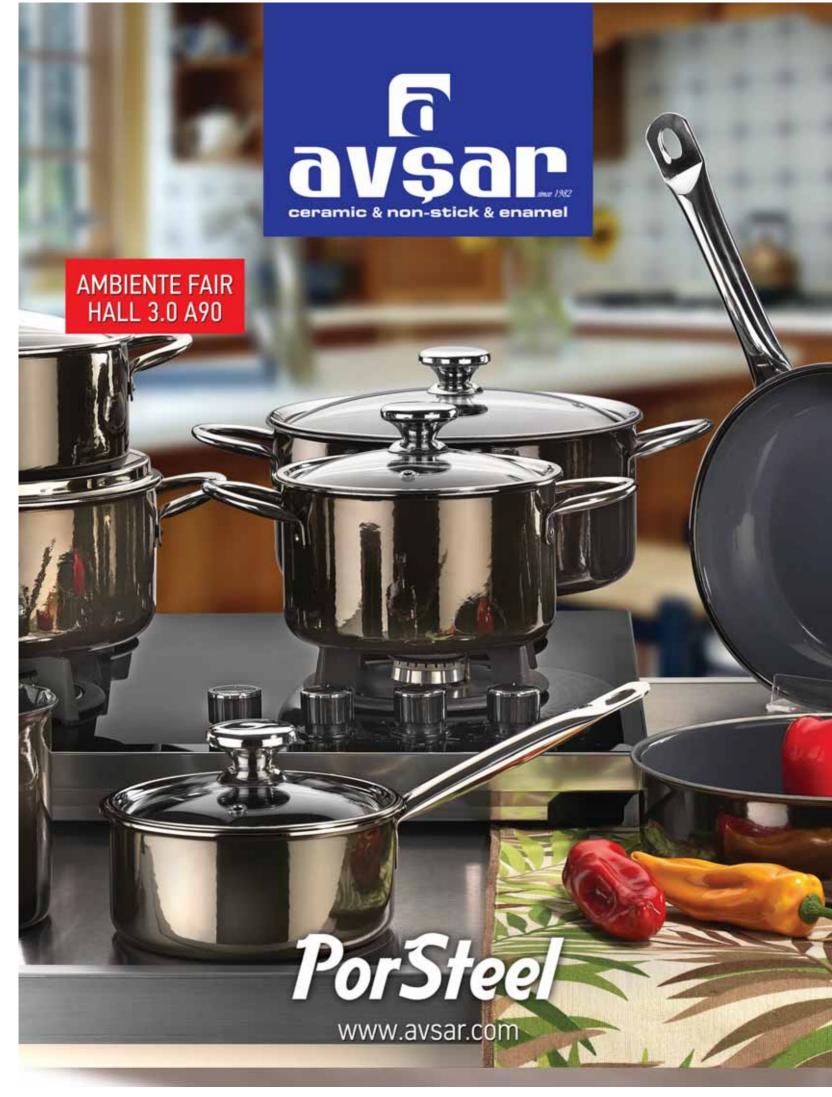


such as consumer products, domestic appliances, electric kitchen tools, power tools, laser products, electrical and electronic products, sanitary ware, sports equipments and accessories, product design for the companies engaged in different industries such as packaging, developing design language, GUI - interface design, product conceptualization, building prototypes, and concept research projects.

What is the position of Turkey in design?

There is an interest in design, and there will always be. Despite the fact that the number of companies that acquire design services are fairly high, there is a large part of companies that have not yet built that kind of collaboration in terms of percentage. The main threshold for resistance for the companies that will procure services for the first time is the beginning. However this resistance be overcome by a bit of courage and allocating time. Industrial design in a sense, as well as all the other creative industries, provides imagination and promises success. One should remember though, sometimes it all starts with a dream. What is important after that stage is choosing the right solution partners. It is difficult to evaluate industrial design in global scale. We compete in three main areas: cost, quality, and design.





kitchen

| BURCU BÜYÜKÜNAL



who is in the process of preparing for her March exhibit about her designs.

Who is Burcu Büyükünal?

I graduated from the Industrial Product Design program of ITU. After my graduation I began working with Ela Cindoruk and Nazan Pak's jewelry workshop. During the four years I worked there I both designed and produced. Then I won the Fulbright Scholarship and earned my postgraduate degree in the Metal program of the State University of New York at New Paltz.

How did you step into the world of design?

Soon after returning to Turkey I worked for Özlem Tuna for a brief period where I designed decorative bowls, espresso and coffee cups in addition to jewelry. In 2011, I founded the Maden Çağdaş Mücevher Atölyesi with my partner Selen Özus, and SHE BOTH DESIGNS,

AND PRODUCES

INDUSTRIAL DESIGNER
BURCU BÜYÜKÜNAL WHOSE
PRINCIPAL AREA OF DESIGN
IS JEWELRY HAS MOST
RECENTLY DESIGNED
TEA GLASSES AND
DECORATIVE BOWLS FOR
THE PAŞABAHÇE OMNIA
COLLECTION.



continue my work with my production in the area of contemporary jewelry and the training we provide on this subject. My most current work over the recent period are the tea glasses and decorative bowls I designed for Paşabahçe's Omnia Collection. This was also a return to industrial product design for me.

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

I particularly work in the area of contemporary jewelry at the moment. I like working in this field.

Would you give us information about your current work?

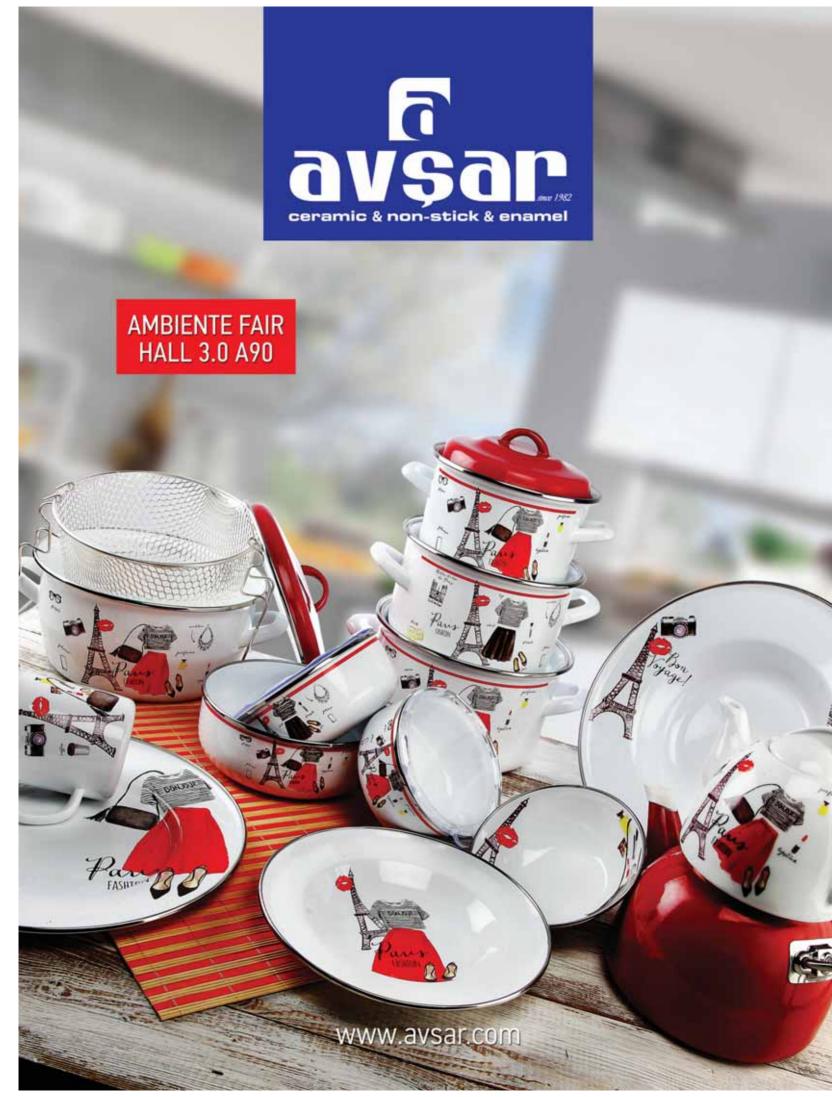
I am currently working for the



contemporary jewelry exhibit I will open in March. Since it will be new work I do not wish to give out much information, but it has been a different approach than my previous work. I usually design and produce in the form of series. This job includes series as well but will also include individual works I have created.















Granite pots and pans

Hascevher



Stainless steel pressure cooker

Ayyıldız Export





Food container **Zucci**

Porcelain dinnerware Porland



Glass bottles **Renga**





Cast iron pan **Lava**



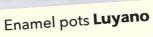
Grater Obje Plastik

NOREMAX (II)

Stainless steel pots Korkmaz

















Rustica dinner set **Emsan**





Olimpos dinner set **Kütahya Porselen**



Food containert Gondol Plastik



Enamel tableware Luyano





AMBIENTE (Germany)

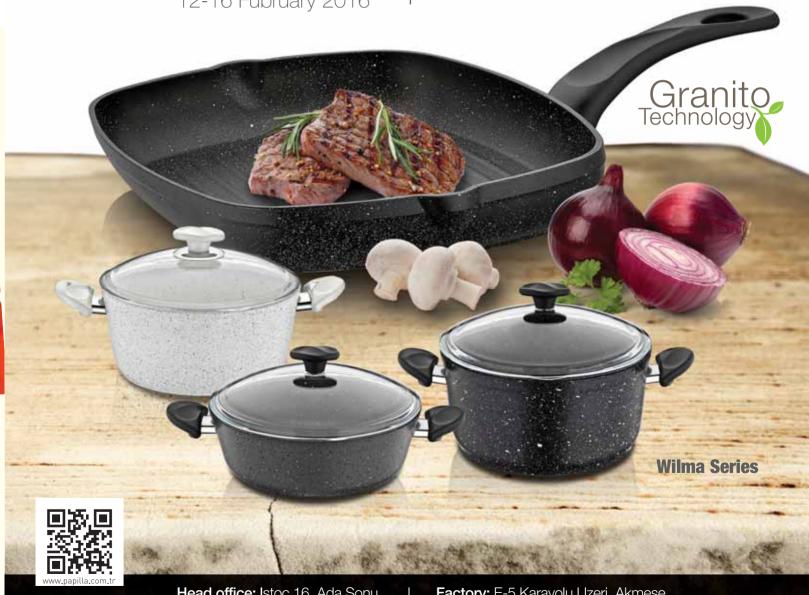
Hall: 3

Stand: H-50

12-16 Fubruary 2016

IHHS 2016 CHICAGO (USA)

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kitchen ugre





ADEM ATMACA, MEMBER OF THE JUMBO **EXECUTIVE BOARD** STATES THAT THEIR AGENDA FOR 2016 INCLUDED OPENING NEW STORES AND INCREASING THE NUMBER OF THEIR SALES POINTS, AND SAYS THEY AIM TO REACH 50 STORES BY THE END OF THE YEAR. ATMACA ADDS, "THE MOVEMENT IN **OUR COLLECTIONS WILL** OF COURSE CONTINUE WITH INCREASED SPEED. INNOVATIONS NEVER END AT JUMBO, IN 2016

TOO..."

"INNOVATIONS NEVER END AT JUMBO"

e heard the story of Jumbo which has brought countless awards to Turkey with fine workmanship that gives life sot steel, porcelain, glass, and stone and over 120 industrial designs from Adem Atmaca, member of its Executive Board.

Would you briefly tell us of the founding of Jumbo?

The story of Jumbo begins in a workshop in Çemberlitaş, Istanbul. Since its founding, it has been a leading organization which has signed its name on all stages of development of the market. Jumbo which began production by making spoons of cast yellow metal

achieves European standards by using the technology of tin coating on DKP (Decoupaged sheet metal) with the presses and rolling equipment added to its workshop during the 1950's. The manufacturing of stainless steel forks, spoons, and unbreakable knives also commence during these years. The recognition which begins in the 1950's is transformed into a rapid process of branding during the 1960's. During the 1980's Jumbo acquires a lifetime guarantee certificate for its products, becoming the first company to establish after sales service. The fruits of all these labors came with design awards during the 2000's. In the beginning of 2014 Jumbo entered a restructuring process, and we are working with all our might to advance our brand

Brand history

even further. For people who wish to distinguish themselves for their choices, we want quality in design to be associated with Jumbo today, as it was yesterday. Jumbo must always be the first address for those seeking timeless designs.

HOW DID YOU DEVELOP JUMBO'S BRAND CREATION PROCESS AND RECOGNITION? WHAT KIND OF INVESTMENTS HAVE YOU MADE TO DATE IN CREATING THE BRAND?

Having achieved firsts such as the first stainless steel fork, stainless steel spoon, unbreakable knife, and modern collection production in Turkey, Jumbo brought a rich breath to its designs and collections during the 2000's. Since the day of its founding Jumbo has been a brand which has carried outs its production without compromising durability and quality, and above world standards, and guided its sector with its designs. It reinforced its image of quality with aesthetics during the 1980's and with the qualities of design, registration, and availability during the 90's. The point reached during the 2000's was the power to determine the fashion trends of the sector. Jumbo has brought countless awards to Turkey with fine workmanship that gives life sot steel, porcelain, glass, and stone and over 120 industrial designs. Jumbo has grown with our belief in innovation and creativity throughout the years, and managed to be listed among the most reliable brands.

WHAT KIND OF COLLABORATION DO YOU HAVE WITH LOCAL OR FOREIGN INVESTORS AS YOU DESIGN YOUR PRODUCTS?

Jumbo gets its design philosophy from nature and from people. It ascribes importance to the aesthetic and design dimension of products, in addition to their intended purpose. Each Jumbo product is very special and valuable. Therefore we try to reflect our design philosophy in every product. For this purpose, we always have projects which we want to implement with both local and foreign designers. Going on intercultural voyages is among Jumbo's plans. We will expedite these projects as our store opening efforts progress.



HOW DO YOU CREATE THE PRODUCTS OF THE NEW SEASON? WHAT INSPIRES THE DETAILS AND LINES IN THE DESIGNS, THE CONCEPTS CREATED?

Jumbo considers design an essential point for Jumbo, influences its sector accordingly. Therefore we are working to see further ahead than everyone else, to think differently, and to inspire our customers, and try to produce timeless designs. Products manufactured of stainless steel are shaped with the precision and care of a jewelry designer. Jumbo models are manufactured primarily for homes and specially for all types of environments and climates such as restaurants, hotels, holiday resorts, boats, and summer homes.

In addition to product design, Jumbo exercises great care in the design of packaging and boxes for the storage, display, or gifting of products. We know that our customer exercises the same care after purchasing our products as we have while designing them. We act on this awareness.

Would you give us information about the weight of Jumbo in the sector and what share of its production is sold within the country and overseas?

We naturally have both local and overseas connections. The essential point

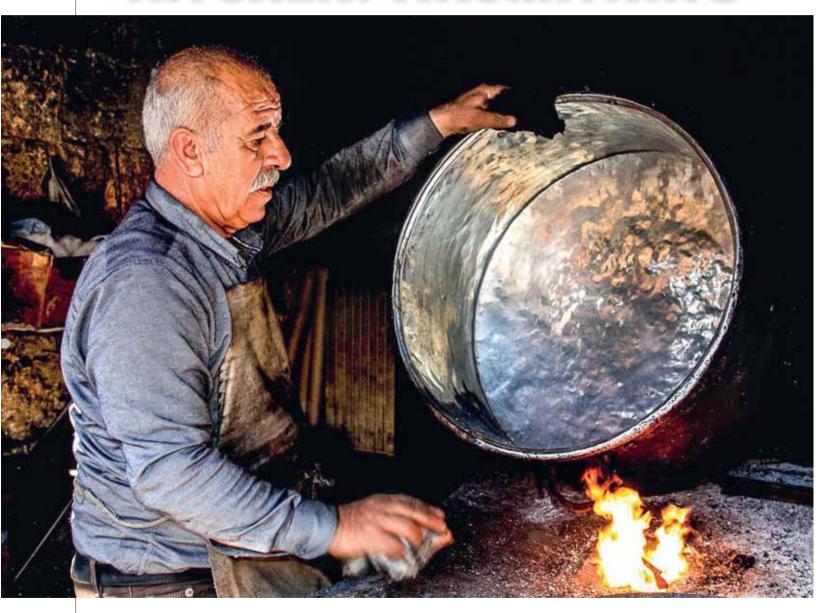
for Jumbo in making the decision to manufacture is to be positioned where there is quality. We follow masterful workmanship and proceed with quality we can sign our name on.

Would you tell us briefly of your product varieties?

We carry the Jumbo quality and signature well known in cutlery to bone dining sets. These days, the product portfolio in our stores is constantly renewed. Our claim is to offer a full table set only with Jumbo! Aside from this, we exist in kitchen and food preparation group products with our stainless steel quality. Our products manufactured of genuine granite that have recently joined the cooking group are the first and only examples of their kind in Turkey. Natural granite products retain more speed than conventional pans, and preserve all the nutritional value and flavor of the food by giving this heat back gradually. Thus, the journey which begins in the kitchen preserves its flavor with in all its warmth on your table as well. In the future, we wish products bearing the signature of Jumbo, the symbol of quality and design will not to be confined to tables and kitchens, but take their places in various corners of the home with original pieces reflecting the line of Jumbo.



THE INDISPENSABLE OLD CRAFT OF THE TURKISH KITCHEN: TINSMITHING



THE PROFESSION OF TINSMITHING, WHICH DATES BACK TO 3000 B.C. AND IS KNOWN AS PART OF THE TURKISH CULTURE, IS ON THE VERGE OF OBLIVION. ALUMINUM ALLOY STAINLESS KITCHEN WARE EMERGES IN THE 1960'S, WHICH LED TO THE DECLINE OF THE TINSMITH'S PROFESSION, WHICH HAS NEARLY DISAPPEARED TODAY.

insmithing, a part of Turkish culture is falling into oblivion. Tinsmiths of which there are only a few in cities say the profession will soon be eradicated, since there are no apprentices learning the craft. The profession of tinsmithing, which dates back to 3000 B.C. and is known as part of the Turkish culture, is on the verge of oblivion.

As is known, copper kitchen pots must be tinned since they become toxic as their coating dissolves in time. For this reason, tinsmiths, and the craft of tinsmithing used to be popular until about 20 years ago. With advancing technology, copper pots and pans were replaced with chrome, steel,



WHERE IS IT CARRIED OUT?

Tinsmithing is developed everywhere there is coppersmithing. Tinsmith's shops can be infrequently encountered in some big cities such as Istanbul, Ankara, İzmir, Gaziantep, Diyarbakır, and Trabzon as well as in some districts such as Beypazarı, Ayaş, and Tire where traditional crafts still survive. Today, tin is mined in 35 countries including Malaysia, Bolivia, Thailand, Indonesia, Nigeria, and China. The oldest known tin mine in Anatolia is in Niğde. Tin mines exist in Tunceli, Kırklareli, Tekirdağ, Istanbul-Şile, Eskişehir, Bursa, Manisa, Kırşehir, Amasya, Uşak, Niğde, Sivas, and Aksaray.

and aluminum alloy kitchen wares. There used to be traveling tinsmiths as well. Tinsmiths who used to go from village to village, neighborhood to neighborhood with their hand barrows and their horse drawn wagons were eventually confined to shops in remote corners of cities.

TINSMITHING IS A PART OF TURKISH CULTURE

Tinsmiths say that tinning which used to be carried out over a wood or coal fire began to be done over an LPG fire with advancing technology. Copper kitchen pots and pans have now become historical items. Such items are viewed as antiques, and used for decorative purposes after being tinned.

Tinsmithing is also recorded in sources as being a part of Turkish culture. Old Turks used to go about their lives by fulfilling all of their needs with their own skills. Tinsmithing used to be one of these skills. Turks took care to cook their food in tinned bowls.

fermented their yoghurt in tinned pots, and cooked their wedding feasts in tinned basins and cauldrons.

MULTIPLE STAGES

There are quite interesting keys to tinning. First, the pot that is to be tinned is repaired using a hammer and anvil to get rid of any irregularities. Crushed parts are evened out, any cracks are welded. These pots are later cleaned using sand and pieces of



coal by the tinner's apprentice. Any darkened parts are rubbed until they once again gleam. Fine sand, and pieces of coal are placed on the pot, and a piece of burlap is laid on these pieces. The pot is rubbed clean using these. This was sanding in a time where there was no sandpaper. The bellows must be rotated to flare up the fire in the hearth. Aside from single and double handled leather bellows, there are also bellows that are ventilators, with hand driven iron blades.

The pot thus cleaned is heated over the hearth. Salammoniac powder is sprinkled on the heated pot, to ensure adhesion of the tin. A small portion of tin is brought into contact with the heated container sprinkled with salammoniac. The tin is now melted on the pot. The liquid tin is spread evenly around the pot, using a wad of cotton. This is repeated until the pot is fully coated with tin, and the tinning is complete when the pot has cooled down.





The need analysis, the first stage of the Turkish Housewares UR-GE (Support of the Development of International Competition) project held for the benefit of the household and kitchen wares sector by the Istanbul Chemicals and Chemical Products

Exporters' Association (İKMİB), in collaboration with the Home and Kitchen Appliances Industrialists and Exporters Association (EVSİD) was completed with the reception of the Ministry of Finance's approval. The training arranged within the scope

of the project for the benefit of cluster firms, the "Getting Maximum Efficiency from Bilateral Business Meetings" was provided by Ekol Drama and took place at the Foreign Trade Complex with a duration of 2 days on December 3-4, and December 10-11.

2. TURKISH KITCHENWARE CLUSTER



The need analysis was carried out by visits to 23 firms, within the scope of the "2nd Kitchen and Houseware" Ur-Ge (Support of the Development of International Competition)
Project Need Analysis that had been implemented with the coordinatorship of the Istanbul Ferrous & Non
Ferrous Metals Exporters' Association (İDDMİB), with ZÜCDER (Turkish Glassware Association) as a project partner. With this need analysis, the

cluster's consulting needs, strategy, and target markets were determined. The training events specified in the need analysis will be followed with local and overseas marketing events.

During the "Needs Analysis Closing Meeting" that will be held after the completion of the need analysis stage, works will be shared on the basis of companies and the cluster, and the roadmap for the 3 year project will be determined. The cluster activities

THE TURKISH HORECA CLUSTER

The sector showed great interest in the Industrial Kitchen UR-GE project that had been announced during the past months, and that will be conducted by İDDMİB and TÜSİD (Laundry and Catering Equipment Manufacturers' and Distributors' Association) in partnership, and 48 companies participated in the project. The first stage of the project, need analysis, will be carried out in January and February and the cluster will begin operations expeditiously

that will begin with training in 2016 are planned to continue with local and overseas marketing visits and fair participations.

IMMIB TAKES THE SCENE AT AMBIENTE WITH 71 FIRMS

The Ambiente fair, held annually as the world's largest fair in the kitchen and house wares sectors is held between February 12 and 16, 2016, once again with high attendance of Turkish firms. The national participation in the Ambiente 2016 fair, where Turkish firms participating in the fair on an individual basis also meet visitors and participants from all around the world is organized by İMMİB.

Aside from individual

participants, İMMİB participates in the Ambiente fair, in which Turkey has participated on a national scale for the 21st time, in halls 3.0, 5.0, and 10.1, taking the scene with 71 firms. 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 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.

WE HAVE MADE A TRADE DELEGATION VISIT TO THE USA



Within the scope of the events held for the benefit of the Turkish house and kitchen wares sector, a sub-sector of the Chemical Products Exporters' Association (İKMİB), a sectoral commercial delegation visit was held to Fort Lauderdale/ USA between the 25th and 29th of October, 2015 with the attendance of 9 companies from the sector in

question. Each company had an average of 30 meetings during the two day one-on-one business meetings event. The delegation was joined by Recep Aslan, Head of the Office of the General Directorate of Exports of the Ministry of Finance, and stated is opinion that the ECRM one-on-one business meetings were very beneficial for companies.







The second instance of the Plastic and Metal Packaging Design Competition, that had been implemented for the purpose of offering export products to world markets with original and innovative packaging designs, was held. Competitors who earned rankings in the Professional and Student branches of the Plastic and Metal categories received awards amounting to TRY 110 thousand in total. Winners who ranked first in the competition also earned the chance to visit prestigious packaging fairs overseas, and to use the Ministry of Finance's overseas education scholarship.

The Plastic and Metal Packaging Design Competition held by collaboration between the Chemical



Products Exporters' Association (İKMİB) and the Istanbul Ferrous & Non Ferrous Metals Exporters' Association (İDDMİB) received 201 Professional and Student applications in two categories. This year, highly creative ideas were put forward in the Plastic and Metal Packaging Design Competition which aims to gain new designers for the packaging sector that has a global magnitude of 700 billion dollars and has reached a magnitude of 20 billion dollars in our country, and to encourage companies to invest in design.

In the Professional Category of 'Plastic Packaging', Muharrem Şeyda won first place with its oil packaging design named 'Phoenix' which encourages collection of used oil for recycling, while Yusuf Çağlar won first place in the Student Category with the lamp packaging named 'Light' which can also be used as a droplight. Umut Demirel won first place in the Professional Category of Metal Packaging for his cookie set design named 'Baker' which was striking for its practical and functional design while

AWARDS OF THE 2ND PLASTIC AND METAL PACKAGING DESIGN COMPETITION WERE HANDED OUT

Berk Kaplan won first place with his coffee packaging design which allows portioning coffee thanks to its rotating mechanism and brings elegance to kitchens wit its metallic finish.

Ömer Karadeniz, Member of the Executive Board of İKMİB and Packaging Committee Representative gave a speech at the opening of the ceremony where he pointed out that the need for design and branding was rapidly increasing, and stressed that sustainability of export required the ability to remain competitive. Tahsin Öztiryaki, Vice Chairman of the Executive Board of İDDMİB emphasized that they were striving to lay the seeds for design an innovation through the competitions and projects they organized, while creating an environment where information and new ideas collected. Mehmet Büyükeksi, Chairman of the Turkish Exporters' Assembly who attended and gave a speech at the 2nd Plastic and Metal Packaging Design Competition Award Ceremony pointed out the great importance of design in increasing added value in exportation.







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