

turkish kitchen

ware

AUTUMN 2016 ISSUE 22 A COMPLIMENTARY COPY FROM IMMIB

STYLE
THE AUTHENTIC
TURKISH
PRODUCTS

CHEF
SEDAT
BUĞDAY

BRAND HISTORY
METE PLASTİK

ZUCHEX 2016

Qlúx
Plastic

INNOVATIVE

IDEAS



luxplastic.com



MEGA SHOW
PART 1
20-23 OCTOBER 2016
Hall 3D Booth No: B3

AMBIENTE
THE SHOW
10-14 FEBRUARY 2017
FRANKFURT AM MAIN
Hall: 6.0 Booth No: B55

HONG KONG HOUSEWARE FAIR
20-23 APRIL 2017
HONG KONG CONVENTION
AND EXHIBITION CENTRE

kitchen ware edito

Hello,

We will see you in the 27th Zuchex Fair which will be held for the 27th time this year and will bring together the professionals in the sector. Zuchex Fair, which is on the global agenda with its international nature, will be hosting the newest designs and collections of glass, porcelain, ceramic product groups, steel kitchen tools, decorative items and sand souvenirs, electrical home appliances, and home textile and plastic products.

As for what we have done in the previous period; we have organised sector trade delegation commercial board on 18-20 May 2016 aimed at Paris/France, participated by 39 representatives from 29 companies in the related sector, as part of the Home and Kitchen Turkish Housewares Manufacturers Association (EVSİD) under the roof of Istanbul Chemicals and Chemical Products Exporters' Association (İKMİB). Targeted at houseware and kitchenware sector, this organisation is expected to make contributions to our country and the sector by increasing our exports to the region.

The "Kitchen Sector Action Workshop" held by İDDMİB on 8-10 April 2016 in Antalya Ela Quality Hotel with 93 participants was attended by company representatives, representatives from related institutions and sector associations and award-winning designers from İMMİB Industrial Design Competition. During the workshop moderated by Tınaz Titiz, participants were engaged in brainstorming in relation to the sector and mentioned the problems.

The participants who were granted awards in the İMMİB 2016 Industrial Design Competition organised by İstanbul Mineral and Metals Exporters' Associations (İMMİB) received their prizes in the ceremony held on 3 June 2016 in İstanbul Foreign Trade Complex. The award ceremony was attended by İDDMİB President Rıdvan Mertöz, TİM Vice President Tahsin Öztiryaki, TET President Fatih Kemal Ebiçlioğlu, İKMİB Deputy Chairman of Board Selçuk Aksoy, professionals and students.

Now let's take a glance at the other topics in our magazine for you to read with pleasure. In this issue, our 'Brand History' page hosts Mete Plastik. Arzum, Schafer, ABN Global, Sarıkaya, Silverline are the other companies that we interviewed. In the styling pages we presented the most original and newest designs prepared by Turkish kitchenware sector for Zuchex which is one of the most important fairs in 2016. You will surely find attractive the original designs of Turkish companies.

Our nostalgia page is about the history of spoon making. In the article which reminds you that the first Anatolian spoon dating back to 7000-6000 B.C. was found in Çatalhöyük and Hacilar, you will also find information about the Anatolian spoons that are named according to the material they are made of.

We listened to the Turkish designers Esra Yıldırım, Melisa Işık, Teberdar Gürbey, Serap Korkmaz and Ünzile Acar for the story of how they stepped into this profession.

We interviewed Sedat Buğday, who started cooking in his hometown Mersin after high school and has been the chief in Swisotel Ankara for 2.5 years, to learn about how he became a cook and we also got some delicious recipes.

And finally we have an announcement. İDDMİB is organising national participation for the first time to the Spring Fair 2017 to be held in Birmingham, England on 5-9 February 2017. Turkish companies are invited to showcase their new products in the Spring Fair, the biggest houseware and kitchenware fair of the United Kingdom which will be held for the 41st time next year.

Hope to see you soon...

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

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Wooden trolley, wooden accessories **byPalette**

Cutlery **Jumbo**

Porcelain dinner set **Korkmaz**

Silver sugar bowl and colourful glasses **Guestinhouse**

Red ceramic pot **Hasevher**

Grey ceramic pot and coffee pots **Tutku Metal**

Electrical teapot **Arzum**

Plastic fruit bowl **Lux Plastic**

Enamel cups **Luyano**

Plastic bottle **Renga**

Pressure cooker **Alpin Çelik**

autumn 2016



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www.metoplast.com

GÜZELİŞ PORSELEN PRESENTS FIRSTS AND UNIQUE PRODUCTS



Based on the experience gained through its long history, Güzelış Porselen San. ve Tic. AŞ, continues to be the notably recognized and respected "trend-setting company" by introducing "groundbreaking" and "unique" products to Turkish and global cuisines. By diversifying its granite-coated enamel and ceramic-coated enamel series, which have been made as the first and the unique products, and by developing customer-oriented projects in conventional

cooking and storage categories, and in professional kitchen equipment as well as in all promotional needs if requested, it provides services as a high-class, fast and reliable business partner to national and international valuable customers. It is proud of producing 100% Turkish items with 100% domestic capital and of representing Turkish industry in its sector with its well-earned reputation in the global market.

www.guzelis.com.tr

WIDE PRODUCT RANGE

Selling hundred percent local products to the global markets, Tutku Metal continues to render services with its wide product range and powerful production plant. The company which produces kitchen equipment made of stainless steel and aluminium ceramic has been committed to making high quality goods in spite of the price competition in the sector.

www.tutkumetal.com



EVERY YEAR NEW COLLECTION

Aras Metal is a privately held company with more than 50 years of experience in manufacturing galvanized home décor, gardening articles. The management, now in the hands of the second generation, has combined the individual touch of artisan handcraft-type production with modern techniques to offer gardening and floral items not only in standard galvanized version but also in other appealing finishes like copper plating, distressed metal, hot dipping, powder coating or decal transfer & offset printing. All production and finishing being made in-house, Aras Metal is generating dozens



of new collections every year in order to serve its valued customers with fresh new ideas. Today, Aras Metal is proud of becoming a worldwide leading brand name in the field of galvanized metal products with its large collection of stylish & high quality articles and over three decades of international trade experience.
www.arasmetal.com



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Celebrating 60 Years in Home Appliances. Founded in 1953, King Pazarlama ve Dış Ticaret AŞ realized the first production of thermos bottles in Turkey. Since 1985, King has been a major player in the Small Domestic Appliances sector. With a product portfolio reaching over 100 products, King offers a great variety ranging from breakfast items to kitchen appliances, from house cleaning to personal care, from heaters to other small home appliances. All products comply with CE (EMC, LVD), Rohs, LFGB standards with over 50 years of experience in reliable quality. With its growing marketing, distribution and after-sales network, in addition to the local Turkey market, King reaches diverse international markets - Azerbaijan, Tunisia, Romania, Georgia, Macedonia, Morocco, Iraq, Spain, Portugal among many others.
www.king.com.tr



COLORFUL COLLECTION FROM KÜLSAN

Külsan, the leading manufacturer of melamine tableware in Turkey since 1974 is proud to present you the New Terra Collection. Terra Collection is ultra break resistant, foodsafe & dishwashersafe. This new mat finish collection is produced in 5

colours that reflect the colours of nature & earth. Each item comes in certain colours. This is a collection which brings the warm and colourful ambiance of nature to your buffet and tables.

www.kulsan.com.tr

MOON GRANITE PAN SET



Table design expert Bernardo makes a difference in the kitchens with granite, the healthiest cooking material. Make room in your closets for Bernardo's Moon Granite Pan Set that catches your eyes with its elegance and makes life easier with its environment friendly and easy to clean coating. When cooking, the most frequently used pans must be safe for

your health. Made entirely of natural granite, Bernardo's Moon Granite Set cooks healthy meals and makes your kitchen elegant. The granite pans that are friendly both for your kitchen and for the environment remove the time lost in the kitchen with the easy cleaning feature.

www.bernardo.com.tr

VACUUM FLASK FROM DEPA HOME & KITCHEN APPLIANCES

DEPA H&K Appliances have been in the area since 1968 and have been giving importance to new ideas in the kitchenware market and they want to introduce The Vacuum Flask with new lines and designing which has been combined through rich colours in both soft and clear of the acrylic. The perfect creation of the design has comfortable usage with single-hand and the high quality thermal glass is able to maintain any liquid hot for 12 hours or cold for 24 hours. The Vacuum Flask is available in two different capacities.

www.depahediyelik.com



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new collection

2016

ZUCHEX FAIR 22-25 September 2016
HALL:2 STAND: C01
ISTANBUL, TURKEY

MEGA SHOW HONG KONG 20-23 October 2016
HONG KONG

AMBIENTE 10-14 February 2017
HALL:6.1 STAND: D10
FRANKFURT, GERMANY

HONG KONG HOUSEWARE EX. 20-23 April 2017
HALL:3F STAND: F03
HONG KONG



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www.renga.com.tr


mercanlar



HAND MADE



The Antares series, having been introduced to the market by Naturel in 2016 after a long period of R&D work, is entirely hand made and will give a different ambiance to your kitchen with its aesthetic design and quality. The product is 100% made in Turkey and the best in class with its elegant design and ergonomic structure.

www.naturelocak.com

ARZUM BIG TEAPOT



Arzum Big Teapot, favorite item of tea lovers, is the starter of fine conversations during meals with its capacity of 40 glasses. Easy to use on tables, Arzum Big Teapot removes the need to visit the kitchen for another glass of tea. The new Big Teapot by Arzum can hold 40 glasses of tea. Arzum Big Teapot beautifies your home with its stainless steel boiler, porcelain or steel teapot options and elegant design and is indispensable for tea lovers. The smart temperature control feature allows automatic start up when water is added and automatic standby when water is boiled. Thus the Big Teapot saves 90% energy. The Cool Touch side face protection and automatic turn off function when not used for 4 hours makes the Big Teapot safe for use at home.

www.arzum.com.tr

SARAYLI PRODUCES FOR 25 YEARS

Saraylı is a global brand name based in Konya. One of the most important brands in the sector that has filled its production life of 25 years with many achievements and customer satisfaction...

Believing in the use of information and technology at global levels and taking steady steps with cooperation and trust, Saraylı continues to grow and develop on this foundation. It contributes to domestic economy on an area of 70.000 sqm by making exports to more than 50 countries.

www.smsarayli.com.tr



BEKO CRYSTAL SERIES

Crystal Series Small Home Appliances, including elegant Beko products that facilitate your life, work miracles in the kitchen. The Crystal Series, including hand blender, mixer blender and cutter that demonstrate a perfect blend of Beko's technological power and design, makes life in the kitchen much easier. Operating with 750 W motor power, BKK 3090 HB Hand Blender is the biggest helper of users with its speed setting features, measuring glass, stainless steel blender foot and stainless steel cutter. BKK 3092 HM Mixer is an indispensable product in the series with 350 W motor power, 5 speed settings and turbo feature, stainless steel mixer accessories, stainless steel kneading accessory, vertical storage ability and eject feature for easy removal of accessories.

www.beko.com.tr





*Art of
Tableware*



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FOOD IS SAFE WITH İNOKSAN COOLERS

The new series of cooling systems, namely SDN 070 and SDN 140 storage type coolers, by İnoksan, the leading innovator in industrial kitchen sector, safely maintains food while catches attention with its high efficiency and energy saving features. The new cooler systems having AISI304 quality internal and external coating are made of 18/8 Cr-Ni stainless steel plate. Having 600 and 1200 lt options, SDN 070 and SDN 140 keeps food fresh as new for long periods of time and benefits the businesses with low energy consumption. Developed after long R&D work, SDN 070 and SDN 140 can cool between -2 and +8 degrees. The new coolers having high efficiency and energy saving properties are advantageous for businesses. İnoksan Cooling Systems are made of HCFC-free polyurethane according to HACCP standards, thus the homogeneous insulation increases efficiency and results in more effective cooling. Cooling systems with automatic temperature setting can protect the food from unauthorised access with its door lock.

www.inoksan.com

IT IS FINER TO COOK WITH JUMBO

It has become a pleasure to cook meals now with Jumbo Vogue knife set. Start with the right tools to speed up your cooking skills and get effective results at once. Jumbo's perfectly shaped knife set of 5 adds value to the kitchen with its technical details and elegant wooden block. Jumbo Vogue 5-piece of knife set with wooden block includes chief knife, scraping knife, bread knife, cutoff knife and peeling knife. The knife set is made of steel in cutting parts and bakelite in handles.

www.jumbo.com.tr



PREPARE HEALTHY DRINKS EASILY WITH TEFAL BLENDFORCE

If you wish to drink juices of fruit, vegetables and fibrous food with pleasure or prepare refreshing drinks at home on hot summer days, Tefal Blendforce is just right for you... With Blendforce, you can grind your fruits and vegetables, easily crush ice, and have the pleasure of drinking homemade smoothies and milkshakes on hot summer days. Tefal Blendforce is now more powerful with 6 knives. It is able to grind any food including hard vegetable stems and fruit seeds with its removable steel knives and prepare the most challenging soups, hard-to-make baby food, smoothies and milkshakes.

www.tefalshop.com.tr



THE NEW DÖNER MASTER IN THE SECTOR



Dibeksan, the leading sector company with more than 30 years of experience in the production of döner furnaces and döner cutting machines, is getting ready to introduce the new generation robotic döner cutting machines to customers. A produce of advanced technology, the robotic döner cutting machine makes perfect and quality cuts with optic sensors while giving ease and confidence to the user.

www.dibeksan.com

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WINTER PREPARATIONS FROM LAV

Winter preparations are on the way with many elegant jar varieties by LAV which offers stylish alternatives to store food in the healthiest way. Laura, Mercan and Sera Jar Series by LAV adds a touch of pleasure and aesthetics to the storage of conventional tarhana, tomato sauce, sauce and colourful jams. Autumn is the time to store using various methods and to transform into different tastes all fruits and vegetables that you wish to eat in winter. The healthiest way to keep these tastes fresh and delicious is using glass jars. Designed for that purpose, LAV jars offer different storage alternatives in order to provide inspiring solutions for your kitchen. Having a different concept with its different dimensions, colourful caps and designs, LAV Laura, Mercan and Sera Jars consist of products that you will want to place in the best corner of your kitchen. LAV Laura jar set which you can use for healthy storage of any food from legumes to pickles adds pleasure to the elaborately cooked food.

www.lav.com.tr

PLASTIC HOUSEHOLD ARTICLES

Üçsan Plastik has been producing plastic household and kitchenware articles and flower pots since it was established in 1973. The firm, located Silivri in Istanbul, having 11000 sqm 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 its customers' needs by producing the best with the cheapest cost at the shortest time. As a result of working hard, today Üçsan Plastik



is the leader in plastic industry in both domestic and foreign markets having large customer view from Middle of Asia to Africa, Europe and South America. Üçsan is going to grow everyday by exporting its products and having encouragement from you.
www.ucsan.com.tr

FULL-SERVICE PROVIDER

Guestinhouse Hotel Supply International is a full-service provider of hospitality products to the lodging industry. Guestinhouse specializes in the opening and remodeling projects of international hotel chains and carries an extensive variety of products covering the needs of each hotel area including guestrooms, bathrooms, housekeeping department, the front office (lobby), public areas, meeting rooms, kitchen, and restaurant.

www.guestinhouse.com



TASTING BOTH WAFFLE AND TOAST AT THE SAME TIME



With Schafer Nostalgie Toast & Waffle machine it is now so easy to prepare delicious waffles besides grilled food such as toasts, meat, fish, etc. Nostalgie toast & waffle has a natural nonslip and fireproof surface free from hazardous elements including lead and cadmium. Nostalgie toast & waffle is available in all Schafer Shops in metal red, bright purple, sugar pink and black colours.

www.schafer.com.tr

Mia Manolya

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Taste & Beyond



GRANITE

Excellent scratch-proof interior granite and high temperature resistant silicone coating allows us to delicious meals with less oil, Recyclable, entirely ecological, environment friendly materials are used for the production of Mia Manolya.



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THE NEW FAVORITE OF YOUR KITCHEN

Arzum combines design and elegance in the Nar series whose design was inspired by abundance and plenitude. Drawing all eyes with the season's fashionable color "Pomegranate Red", the series is impressive for its innovation as it is for its design. The Prostick 1500 Hand Blender Set, Çaycı Conventional Tea Maker, Turkish Coffee Maker with Pot, Mixxi Mixer, Prochopp Chopper with Glass Container, and the Panini Granite Toaster that are included in the Arzum Nar series are striking for their design and elegance as well as their functionality and ergonomics. The Nar series which is compact and manufactured of healthy materials, is also convenient in that it consumes less energy.
www.arzum.com.tr

KITCHEN HELPERS

SMALL HOME APPLIANCES WILL REDUCE THE TIME YOU WILL SPEND IN THE KITCHEN FOR COOKING AND PREPARING FOOD. THANKS TO YOUR GREATEST HELPERS, ALL WILL BE DONE IN A JIFFY AND ALL YOU'LL HAVE TO DO WILL BE TO ENJOY YOUR ICED OR HOT BEVERAGE IN THE LIVING ROOM.



IN FIVE DIFFERENT COLORS

Traditional Turkish coffee is prepared with the Fakir Hausgeräte technology. Turkish coffee, a symbol of confidence, friendship, and sharing from the past on to our day is the only coffee in the world that has become a brand due to its technique of preparation. Fakir Kaave which is based on the principle of cooking coffee in a pot, and designed to achieve the same flavor was developed with the patented Luminasense technology which prevents overflow. Having a capacity of cooking 4 cups of coffee at a time, and the capability of distributing foam evenly to each cup thanks to its ergonomic spout, Fakir Kaave is remarkable for its speed as well as its ambitious design. It was designed in five different colors, Violet, Rouge, Rose, Matte Brown, and White to suit Fakir concept color schemes.

www.fakir.com.tr

FOR COOLING DRINKS



Korkmaz recommends Fresca Blender for iced drinks you can easily prepare at home or at the office during the summer heat. Korkmaz's new product the Fresca Blender easily prepares home-made cold drinks with its ice crushing function, helping you cool down during the summer. The Fresca Blender consisting of a cast metal body and 1.5 l glass pitcher offers hygienic use and is easy to clean. Thanks to its 6 stainless steel heat resistant blades, it easily performs the functions of blending, mixing, and milling. Thanks to its incremental speed setting it can prepare the drink or food in the desired consistency by pressing one button. The product has a special area for hiding its cable and takes up little space.

www.korkmaz.com.tr



THE GR1500 MIXER WILL WORK WONDERS

The Group GR1500 mixer is taking its place in your kitchens with its various color options and ergonomic design. In addition to the dual metal shredder and kneader extensions, the 5 stage speed setting and turbo mode will allow you to select the device power to suit the food you are preparing and thus the Group GR1500 mixer will be more than a mixer, and your greatest confidante in preparing delicious sauces, creams, and cakes.

www.sarex.net



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and professional kitchen equipments since 1957...

www.boraplastik.com.tr

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PAŞABAHÇE WITH STAR WARS CHARACTERS

Paşabahçe, the leading company in tableware and kitchenware with its original, modern and innovative structure, added brand new products to its Star Wars collection. Glasses with Darth Vader and Luke Skywalker patterns that change colour when filled with cold drinks are now included in the Star Wars collection of Paşabahçe's licensed product group. Consisting of a total of 10 products, Star Wars collection includes 2 glasses that change colour when filled with cold drinks. The lightsaber pattern on the glasses in Paşabahçe's Star Wars collection is made using the thermochromic paint technology to change colour when filled with cold drinks. Darth Vader patterned glasses with the lightsaber turning red and Luke Skywalker patterned glasses with the lightsaber turning blue are expected to be very popular.

www.pasabahce.com



MAKING YOUR DRINKS MORE STYLISH

IF YOU WANT TO ADD SOME COLOUR, GLITTER AND STYLE TO YOUR KITCHEN, START WITH RENEWING THE GLASSES YOU USE DAILY FOR SETTING TABLES. THE EASIEST WAY TO DO THIS IS TO TAKE A GLANCE AT THE FOLLOWING PRODUCTS.



AN ELEGANT DESIGN: CHECK

'Check' series collection, combining the elegance of glass with modern lines, adds a stylish touch to tables with sets of carafe and glasses. The series by Design Partners blends the spectacular elegance of glass with modern lines to be in use all day through. The carafe and glasses in Check series, which you can see at a dinner party or during the casual tea time gatherings, reinterprets the elegant, modern and attractive designs of Aheste, Dervish, Grace, İstanbul and Ea series. Being lightweight with a fine design, the carafe and glasses in Check series widen towards the bottom to increase the volume while looking elegant with their elongated design. Inspired by the chess table, the Check series includes glass accessories, namely 6 pieces of Aheste glass, Dervish tea set, Grace chalice set, short and long İstanbul glasses and one Ea carafe. All products in the series are hand decorated and made of cut glass.

www.koleksiyon.com.tr



OCEAN WIND ON YOUR TABLES WITH LAV

LAV The Sound of Ocean series brings a peaceful setting to your tables, combining the transparent blue of the seas with the dignified brown. Designed with the relaxing tones of ocean blue and the wave patterns, LAV The Sound of Ocean series adds the freshness of ocean to your tables with its fruit juice and water glasses, service plates and ice cream cups. Inspired by the sea, the Sound of Ocean series of LAV, whose original designs add colour to tables, brings the freshness of seas with a combination of the transparent blue of the seas with the dignified brown.

www.lav.com.tr



FULL-SERVICE PROVIDER

Guestinhouse Hotel Supply International is a full-service provider of hospitality products to the lodging industry. Guestinhouse specializes in the opening and remodeling projects of international hotel chains and carries an extensive variety of products covering the needs of each hotel area including guestrooms, bathrooms, housekeeping department, the front office (lobby), public areas, meeting rooms, kitchen, and restaurant.

www.guestinhouse.com



professional kitchen solutions. |



www.oztiryakiler.com.tr



YASIN SARIKAYA, THE DIRECTOR OF DOMESTIC SALES AND EXPORTS OF SARIKAYA ELEKTRIKLI EV GEREÇLERİ STATES THAT 64.6 OF THEIR PRODUCTION VOLUME IS EXPORTED AND THAT THEY EXPORT TO IRAQ, EGYPT, SERBIA, JORDAN, AND MOROCCO.

Yasin Sarıkaya addressed Turkish Kitchenware saying, “We have managed to introduce Turkish products to various cities of no less than 41 countries in 2015.”

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

We have been in this sector for approximately 36 years, and we started production 25 years ago. This journey which began in 1980 with my late grandfather Şuayip Sarıkaya came to this day by being fed by experiences over 36 years, and we, the 3rd generation have



WE EXPORTS MORE THAN HALF OF OUR PRODUCT

joined in this journey and are slowly taking over the helm.

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

Our manufacturing which began with a small hair dryer in 1991 has increased manifold with the aid of advancing technology and we have become capable of completing what was once a whole year’s production volume easily in a month. 850 pieces of products have been manufactured according to 2015 data, over half (64.6%) of which was exported to foreign countries. We have had a growth of 23.4% this year as compared to the last.

WOULD YOU TELL US OF THE INVESTMENTS YOU MADE IN 2016? WHAT DO YOUR PLANS FOR 2017 ENTAIL?

In 2016, we offered our new blenders and blender sets to the consumer. We were very happy with the reactions we got. Aside from this, we are about to complete all our preparations for the production of our dual (with blender and regular) mixer.

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

We export 64.6% of our production volume. The countries to which we export include Iraq, Egypt, Serbia, Jordan, and Morocco. In addition to these countries, we have managed to introduce Turkish products to various cities of no less than 41 countries in 2015, including the ones with which we have small trading volumes.

Indeed, our company has surpassed many large firms by ranking fifth in its sector according to İMMİB (Istanbul Minerals and Metals Exporter’s Associations) figures. Our objective is to enter the top



three in the first term, and then take the first position -which we know will not be easy at all- and maintain our position there.

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

Particularly our foreign customers say they had a lot of trouble with low quality Chinese products, and that they can import the highest quality product for low prices from companies like us. Such positive feedback helps us embrace our work with increased ardour.

WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?

We manufacture all of our products in our own factory in Istanbul. Our products are usually intended for food preparation, such as blenders, rondo food processors, blender sets, mixers, and meat mincers. Aside from these products we have an upright vacuum, carpet washing machine, wet and wet-and-dry vacuum cleaners.

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AFRICAN AND LATIN AMERICAN MARKETS ON FOCUS

NIYAZI HOCAOĞLU, FOREIGN TRADE MANAGER OF ABN FOREIGN TRADE MARKETING INC., SAYS ALL THE AFRICAN AND LATIN AMERICAN MARKETS ARE ON THEIR FOCUS, AND THEY HAVE ALREADY BEEN EXPORTING TO NORTH AND WEST AFRICAN MARKETS.

Turkish Kitchenware interviewed Niyazi Hocaoglu who says ABN was established to market and export Turkish products to global markets and to provide a wide range of supply, marketing and logistic consultancy services to local and international businesses.

FOR HOW MANY YEARS HAVE YOU BEEN IN THIS INDUSTRY? AND COULD YOU PLEASE TELL US SHORTLY ABOUT YOUR COMPANY'S START-UP PROCESS?

Personally, I have been in the exports business since 2006. Previously I worked as purchase manager and then as chain store sales manager at Carrefour Turkey. ABN Dış Ticaret Pazarlama AŞ was established in February 2014 to market and export Turkish products to global markets and to provide a wide range of supply, marketing and logistic consultancy services to local and international businesses.

HOW ABOUT YOUR PRODUCTION AND BUSINESS VOLUMES?

Our business volume is growing every year. Our goal is to become a trusted brand with our range of products and services in the next two or three years.

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

Currently we do not have a R&D department, but we contact producers and, acting as an agent, arrange for new

designs depending on importer's needs. In other words, we provide special product development services.

PLEASE TELL US ABOUT THE INVESTMENTS YOU MADE IN 2015? AND WHAT ARE YOUR PLANS FOR 2016?

Our investments comprise market surveys and participation at international tradeshows; accordingly, we conducted three market surveys and participated at four international tradeshows in 2015. We plan to do the same things this year, too.

DO YOU EXPORT YOUR PRODUCTS, AND IF YES, TO WHICH COUNTRIES? COULD YOU PLEASE SHARE WITH US YOUR EXPORT FIGURES?

Our focus is on all the African and Latin American markets. We have already been exporting to the North and West African markets. We are in contact with certain potential buyers in those markets and I hope we will start exporting to these markets this year. Despite the ongoing recession in the market, we are almost on our target in terms of business.

HOW ABOUT THE FEEDBACKS YOU RECEIVE FROM THE TRADESHOWS YOU PARTICIPATE IN?

As you know, it takes time to receive feedbacks from tradeshows, which is normally three to four months on average. What is important here is to reach the target customers and, once you achieve that, you normally get the results you expect.

COULD YOU PLEASE TELL US ABOUT YOUR PRODUCT RANGE?

As a new foreign trade company, we are manufacturing a wide range of products on an order basis. We will focus on certain products in the course of time and reduce the diversity of our product range. Currently, our portfolio features mainly porcelain, glass and plastic products.

DO YOU HAVE DEALERS ABROAD?

In principle, we do not offer the products of the companies we represent to other importers in the country of these companies. So, I can say we will soon have dealers abroad, but it is too early to sign long-term agreements.



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GOAL: USD 100 MILLION WORTH OF EXPORTS TO 100 COUNTRIES

MUSTAFA LAÇIN, CHAIRMAN AND CEO OF SILVERLINE ANKASTRE, AIMS TO INCREASE THE NUMBER OF AUTOMATED AND ROBOTIC PRODUCTION SYSTEMS AT SILVERLINE PLANT FROM 11 TO 17 BY THE END OF THIS YEAR IN AN EFFORT TO BOOST PRODUCTION. THE COMPANY'S GOAL FOR THE NEXT FOUR YEARS IS TO MAKE USD 100 MILLION WORTH OF EXPORTS TO 100 COUNTRIES.



We interviewed Mustafa Laçın who says Silverline has 450 dealers and 220 authorized after-sales service points and is the 5th biggest producer in Europe and the 10th biggest in the world in terms of the number of items produced.

COULD YOU TELL US ABOUT THE INVESTMENTS YOU MADE LAST YEAR?

As a built-in appliance and hood producer, our company has been continuously investing in technology and innovation ever since its establishment and has grown by 8 times over the last 10 years. We have made TL 38.3 million worth of investment for the last five years because we believe investment is a key to sustainable growth. We invested TL 16 million in total last year; TL 10 million in the plant and TL 6 million in machinery. We aim to increase the number of our automated and robotic production systems from 11 to 17 by the end of this year in an effort to boost production.

HOW MANY PEOPLE DO YOU EMPLOY CURRENTLY?

Our focus is on human resources and labor. We increased our human resources

by 43% between 2012 and 2016. In cooperation with the Turkish Employment Agency, we have been developing projects to create more jobs particularly for women. The number of our female workers, which is 150 today, has doubled for the last two years. We are planning to increase the number of our female employees by another 50% in the next five years.

HOW ABOUT YOUR PRODUCTION CAPACITY?

We started production in 1994 at a plant measuring 1.050 sqm. Today, our plant in Merzifon, Amasya measures 103.000 sqm, producing 1.2 million items, on average, a year. In the domestic market, we have launched a project for building concept stores for built-in products and we have 20 concept stores today. We also have 450 dealers and 220 authorized after-sales service points. The built-in appliances market, where more and more producers have been shifting from solo to built-in products over the last five years, grew 15% to TL 1 billion in 2015. Silverline recorded a sales volume of 350 thousand items last year, and it thus ranks among the top five brands in

the Turkish built-in appliances market which is supported by the renovation market and the construction industry.

COULD YOU TELL US ABOUT YOUR INVESTMENT, DEALERSHIP AND EXPORT PLANS FOR THE NEXT YEAR?

Recording a growth rate of 15% last year, Silverline has been investing aggressively in its branding projects, both in and out of Turkey. We aim to grow by 20% and make TL 20 million worth of investment in 2016. We made USD 42 million worth of exports last year and we aim to increase it by 26% in 2016. Our goal for the next four years is to make USD 100 million worth of exports to 100 countries. Silverline has more than 4 thousand points of sale across the world and exports its products to 73 countries. We have included new markets into our exports network, such as Ethiopia, Vietnam, Chile and Uruguay. Silverline is the 5th biggest producer in Europe and the 10th biggest in the world in terms of the number of items produced. Our share in the global ventilation equipment market is 4.39% and we are present in many markets with our own brand name.



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ARZUM IN 10 MILLION HOMES IN 25 COUNTRIES

MEHTAP YILDIZ, CHAIRMAN OF BOARD AND R&D AND MARKETING DIRECTOR AT ARZUM, SAYS THAT THEIR SALES ARE CLOSE TO 3.5 MILLION PIECES PER ANNUM WITH MORE THAN 250 PRODUCTS IN 6 DIFFERENT CATEGORIES. WE ARE IN 10 MILLION HOMES IN 25 COUNTRIES AND NOW WE ARE TAKING FIRM STEPS TOWARDS "BEING A GLOBAL BRAND".



Saying that today Arzum has more than 250 products in 8 categories, Mehtap Yıldız answered the questions of Turkish Kitchenware.

HOW MANY YEARS HAVE YOU BEEN IN THIS SECTOR? CAN YOU BRIEFLY TELL US ABOUT HOW THE COMPANY WAS ESTABLISHED?

I am an electrical and electronics engineer and for over 20 years I have been in small home appliances sector with a large spectrum including production, product development, supply chain, sales and marketing. My path crossed with Arzum 2.5 years ago. Arzum is today one of the biggest brands in Turkey. This warm relationship of Arzum with the consumers has been growing day by day, also growing Arzum itself beyond the country boundaries. This year we are proud to celebrate the 50th anniversary of Arzum.

CAN YOU TELL US ABOUT THE PRODUCTION FIGURES AND BUSINESS VOLUME?

Our sales are close to 3.5 million pieces per annum with more than 250

products in 6 different categories. We are in 10 million homes in 25 countries and now we are taking firm steps towards "being a global brand".

HOW DO YOU MAKE NEW DESIGNS? HOW ABOUT YOUR UNDERSTANDING OF DESIGN AND INNOVATION?

As a brand that feels the consumers' pulse, knows the Turkish women well, understands their language and needs, and furthermore, believes that "the world changes with the touch of a woman", we have been interpreting the trends well and making innovative and original designs that meet the actual needs with the help of experienced R&D engineers and expert design agencies.

HOW WAS 2015? CAN YOU TALK ABOUT THE INVESTMENTS IN 2016? WHAT DO YOU PLAN FOR 2017?

Arzum achieved an accelerated growth in 2015 in terms of both volume and turnover and had a serious success. While the sector was narrowing 1.2 percent in terms of sales volume Arzum grew 10.5 percent. For Arzum, 2017 will be the year of making differences in design and innovation and going on attacks in personal care products.

HOW ABOUT EXPORTS? WHICH COUNTRIES ARE IN YOUR PORTFOLIO? CAN YOU GIVE US SOME EXPORT FIGURES?

Last year Arzum joined the Turquality Program which is the first and the only government supported brand making program in the world. In 2011, Arzum was accepted to the

Brand Support Program also as part of Turquality and increased its exports 10 times in 5 years and is now exporting to 25 countries. Since last year, we are making difference in exports particularly with Arzum OKKA Turkish Coffee Maker. We have the mission of promoting Turkish coffee culture to the world. We started exporting our coffee maker to the USA in March. Our aim is to maintain this rising trend and make Arzum a global brand.

HOW IS THE FEEDBACK YOU GET FROM THE FAIRS YOU PARTICIPATE IN?

During the year, we participate in many fairs from Europe to the Far East, from the Middle East to America. We draw much interest in many fairs where we bring along Arzum OKKA Turkish Coffee Maker which gives us the chance to promote Turkish coffee and culture. For example in Ambiente 2016, held in February in Frankfurt, Germany, we treated the visitors with 1.800 cups of strong Turkish coffee in the Arzum OKKA booth.

CAN YOU TELL ABOUT THE PRODUCT VARIETIES?

Arzum has more than 250 products in 8 categories including food preparation, cooking and frying, drink preparation, cleaning, personal care, ironing, kitchen tools and accessories. We are by far the market leader in food preparation and cooking & frying category in terms of volume and turnover. We are the second in hot drink preparation. We will continue to promote our national beverages vision beyond the boundaries.



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GOAL: 200 OUTLETS BY 2020

STATING THAT THEY ACQUIRED THE FRANCHISING RIGHTS OF SCHAFER IN 80 COUNTRIES IN 2003 AND MOVED ITS HEAD OFFICE TO TURKEY, TUNCAY ASLAN, OWNER OF THE SCHAFER, SAYS, "AT THE BEGINNING WE DELIVERED OUR PRODUCTS DIRECTLY TO OUR DEALERS. WE EXPANDED OUR PRODUCT RANGE. AND WE SPONSORED TV SERIES AND SHOWS TO REACH AN EXTENSIVE AUDIENCE."



leading companies in Turkey. Aslan Ticaret successfully handled distribution operations for approximately 20 companies for many years in Turkey.

In those years, demand was high and supply was tight and, for that reason, profit margin was high. Our company showed remarkable sales performance and has become one of the leading sales companies in Turkey.



Founded in 2003 and currently having 30 outlets, Schafer aims to increase the number of its outlets to 200 by 2020. Tuncay Aslan told Turkish Kitchenware about the success story of Schafer.

COULD YOU PLEASE TELL US ABOUT YOUR BUSINESS CAREER?

I began my business career in 1980 by establishing Aslan Ticaret, a kitchenware sales company. Our company grew in the years followed and acquired distribution rights from some of the

HOW ABOUT THE STORY OF SCHAFER?

Up until 2003, Schafer sold only steel kitchenware. We acquired the franchising rights of Schafer in Turkey in 2003. At the time, sets of steel fork and knives used to be offered for sale together with dinner sets. In an effort to increase our sale, we expanded our product portfolio and included all our

dinner set range in the Schafer range. It helped us boost our sales volume in Turkey so high that we nearly equaled our local sales to Schafer's global sales. In 2003, we acquired the franchising rights of Schafer in 80 countries in 2003 and moved its head office to Turkey. Currently, we have 30 outlets and we aim to increase that number to 200 by 2020.

DO YOU MANUFACTURE ALL YOUR PRODUCTS IN TURKEY?

We manufacture some 80% of the Schafer range in Turkey. The remaining 20% is imported from various countries, depending on their nature. But all of our products are designed by Turkish, German, British and French designers.

WHAT WOULD YOU SAY ABOUT THE CURRENT POSITION OF YOUR COMPANY?

International markets will play a good role in Schafer's growth. We are moving towards our target of making Schafer a global brand by integrating its fast growth potential, quality and marketing strategy with its "advantage of developing products meeting the expectations of consumers". Schafer has already gained a strong foothold in the local.



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" DESIGN HAS GAINED SIGNIFICANCE IN TURKEY "

DESIGNER MELİSA İŞİK IS OF THE OPINION THAT WE HAVE BEGUN TO CATCH UP WITH THE INTERACTIVE AND DIGITAL DESIGN TREND IN THE WORLD WITH THE SIGNIFICANCE THAT BEGAN TO BE ATTACHED TO DESIGN IN TURKEY OVER RECENT YEARS.



MELİSA İŞİK



color training for children, and on a larger scale project on crystallizing top layer.

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

It is my opinion that we have begun to catch up with the interactive and digital design trend in the world with the significance that began to be attached to design in Turkey over recent years.

If we consider what the concept of kitchen corresponds to in our culture, I think that this development can shift toward raising the quality of time spent in this space and toward sustainability.

Melisa İşik said she had begun to be interested in the world of design along with the abstract design education she received at university, and answered Turkish Kitchenware's questions.

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

My name is Melisa İşik, I was born in



1993 in İzmir. I am studying architecture. I believe I first began in high school by designing logos, posters, and small scale websites.

My real introduction to the discipline of design was through the abstract design education I received at university.

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

I mostly carry out architectural design due to my department, but I also like product design a great deal due to the scale and the bond forged with the user during the design process.

WOULD YOU GIVE US INFORMATION ABOUT YOUR CURRENT WORK?

I am currently working on ceramic flooring for wet spaces such as bathrooms and kitchens, an application for basic



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" I WANT TO START OUT OF MY OWN BRIEFS"

DESIGNER ESRA YILDIRIM KARAKAŞ SAYS ALL STAGES OF DESIGN ARE INTERCONNECTED AND ADDS, "THIS EXCITES ME. I DESIGN THE PRODUCT AND AFTERWARDS, I GET TO CHOOSE ITS PACKAGING, ITS STAND, EVEN WHERE AND HOW IT WILL BE DISPLAYED."

ESRA YILDIRIM KARAKAŞ



We had an interview for Turkish Kitchenware with Esra Yildirim Karakaş who says designing is her biggest hobby.

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

In 2002 I decided being a designer was the only thing I wanted. I graduated from the Industrial Product Design program of the Marmara University School of Fine Arts. Ever since my student years, designing is my job and my biggest hobby. For this reason I have always felt very lucky.

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

I have been designing predominantly home-, table-ware and decorative products for about ten years. Aside from these I carry out internal decoration work, design exhibition booths and showrooms, and do corporate identity work. Design is a multidisciplinary concept and all stages of designing a product is interconnected. And this excites me. I design the product and afterwards, I get to choose its packaging, its stand, even where and how it will

be displayed. Thus I get a chance to convey my feelings while designing to the consumer directly.

WOULD YOU GIVE US INFORMATION ABOUT YOUR CURRENT WORK?

There are currently a lot of works in the home- and table-ware group with which I work regularly. I will continue to work with these. Aside from that I've begun to design and commission production for my own brand. My plans include opening a store where I will offer my designs for sale under my own brand over a period of two years.

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

First of all, I am very happy that you used the term kitchenware instead of 'züccaciye' (tableware). Despite having worked in the area for many years, I could not warm up to that word. As a designer, I want to start out of my own briefs. Unfortunately we are not capable of carrying out industrial design in



the fullest sense in the kitchen group. Although the consumer constantly demands innovation, the brands try to meet these demands not by making new moulds, but by making color and texture variations on existing moulds. This leads to a vicious cycle in the collections that are offered to the market. Brands should allocate a higher budget for design, for innovation. Any step taken in this matter will enable us to arrive at the point we desire in design. The synthesis of east and west which we, Turkish designers have internalized due to the position of our country increases our chances of creating designs that can be sold worldwide. I think we should become aware of this first of all.





A NEW TAKE ON TURKISH DESIGN

DESIGNER SERAP KORKMAZ WHO COMPLETED HER EDUCATION IN ITALY STATES HER GOAL OF BREATHING NEW LIFE INTO TURKISH DESIGN AND POPULARIZING OUR CULTURE IN THE INTERNATIONAL ARENA WITH THE TEA SET WHERE SHE COMBINES TRADITIONAL LINES WITH MINIMALISM.

How would you like to become more familiar with Serap Korkmaz who states she will continue to develop sophisticated projects where she addresses design culture and art as a whole.

WHO IS SERAP KORKMAZ? LET US GET TO KNOW YOU MORE CLOSELY.

I was born in 1988 in Istanbul. I

received Interior Decoration and Design education in Milan, at the Istituto Europeo di Design (IED). After my graduation, I prepared my dissertation on VIAFARINI/Fondazione Arnaldo Pomodoro (FAP) "Urban Artists Hotel Roelink". Then I was trained in hotel design at Domus Academy.



SERAP KORKMAZ



WHAT WOULD YOU SAY ABOUT YOUR PROFESSIONAL LIFE?

After my graduation, I worked at Riccardo Giovanetti Studio and Studio Mutti Architetti in Milan. As I continued to work, I earned my postgraduate degree at the Interior Design Programme of Scuola Politecnica di Design (SPD). In 2013, I was featured in the Satellite exhibit in Salone Del Mobile which included products of selected young designers. In 2014, I established my own office SMD Studio based in Milan, in order to provide services in the fields of interior design and design of industrial products.

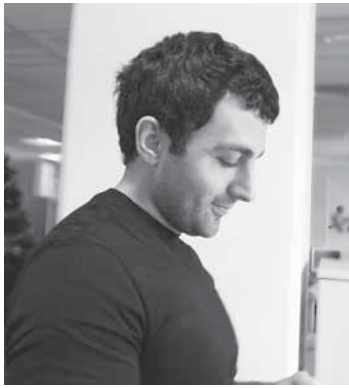
WHAT ARE YOUR LATESTS WORKS?

We aimed to breathe new life into Turkish design and popularize our culture in the international arena with the tea set where we combined traditional lines with minimalism. I describe my "Sofia" tea set wherein I merged Eastern and Western cultures in harmony as the homage of a designer to the geography where I grew in, and to the richness of Turkish culture. I continue to develop sophisticated projects where I address design culture and art as a whole.

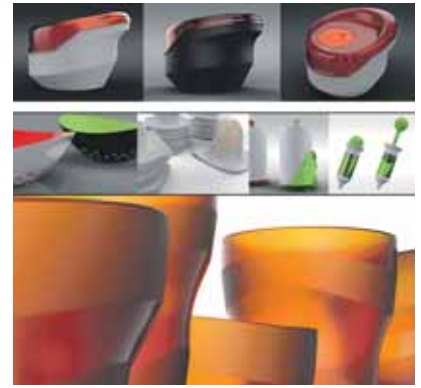
"DESIGN SHOULD APPEAL TO YOUR FEELINGS TOO"

"DESIGN IS YOUR ORIGINALITY AND DISTINCTION; OF COURSE IT SHOULD MEET REQUIREMENTS AND SHOULD ALSO APPEAL TO YOUR FEELINGS", THUS SAYING DESIGNER TEBERDAR GÜRBEY STATES THAT HIS ENTRY INTO THE WORLD OF DESIGN BEGAN BY CONSTANTLY DOODLING AND BEING CURIOUS WHILE HE WAS A CHILD.

TEBERDAR GÜRBEY



requirements and should also appeal to your feelings. Therefore I believe that products that are developed solely for their function have no soul; the product can go no further than being a tool which responds to industry and rapid consumption in this state. My entry into the world of design began as is the case with many people who do this work by constantly doodling and being curious when I was a child, and I later discovered the Industrial Design programme and received my education there.



Mentioning the fact that kitchen wares developed in Turkey have begun to be centers of interest particularly in overseas fairs for their originality and high quality, Teberdar Gürbey answered Turkish Kitchenware's questions.

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

Design is your originality and distinction; of course it should meet

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

There is no sector or field I particularly prefer regarding product design, and I offer services in many areas associated with product design, without being confined by any single subject.

WOULD YOU GIVE US INFORMATION ABOUT YOUR CURRENT WORK?

The companies to whom I have recently provided design support for kitchenware products include Gondol

Plastik and Lux Plastik. Each product that is subject to design is shaped in the light of needs, the expectations of the sector and company, and other data, in collaboration with company officials.

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

Kitchen wares developed in Turkey have begun to be centers of interest particularly in overseas fairs for their originality and high quality. This value grows at an accelerated rate as the significance attached by companies to design and innovation increases.



THERE IS A LOT OF POTENTIAL

INDUSTRIAL DESIGNER ÜNZİLE ACAR SAYS THAT THERE IS A LOT OF POTENTIAL IN THE KITCHENWARE MANUFACTURER IN TURKEY.



We spoke with industrial designer Ünzile Acar about her designs and culture of design in Turkey.

WHO IS ÜNZİLE ACAR AND HOW DID SHE STEP INTO THE DESIGN WORLD?

I graduated from the Marmara University, Industrial Product Design Department. During my education I started working for a company that was producing household products and my first job was focused on designing kitchen appliances and furniture.

WHICH SECTORS DO YOU WORK FOR? DO YOU HAVE A PREFERENCE?

I am currently involved in many design related projects including: yacht interiors, furniture, lighting and kitchen products and appliances. I prefer to work with companies that allow me to create original designs.

CAN YOU TELL US ABOUT YOUR ONGOING PROJECTS?

I am trying to create a design concept from scratch. I created my own design collection based on the traditional Turkish culture and I intend to adapt this concept to the modern life using minimal outlines. Every country has a specific design culture with thousands of years of history, but Turkey does not have a style of its own. I am currently

working on a project that will focus on blending the Turkish traditional design with a more contemporary style which will include furniture, accessories and patterns. I'm inspired by natural forms, materials and colors and I prefer to work with wood, glass, copper and wicker. I'm currently working as a senior interior designer for Bering Yachts, an American based company. Among my on-going projects there are 3 different vessels which I am responsible for: Bering 65, Bering 70 and Bering 77. Each one of the yachts is different and every owner has a particular design in mind. I have to work with them and make sure we create exactly what the customer wants, from modern, crisp and airy interiors to classical and rich designs.

My portfolio also includes a furniture

ÜNZİLE ACAR



collection which will be exhibited at the Spoga + Gafa fairs in Germany.

WHAT DO YOU THINK OF TURKEY'S POSITION IN THE INDUSTRIAL DESIGN SECTOR AND ESPECIALLY IN THE KITCHEN UTENSILS SEGMENT?

In my opinion the industrial design sector is not well developed in Turkey. Most of the Turkish companies prefer to have their products manufactured in China and imported back to the country mainly because it's cheaper and less risky. So there is no actual design work done in any of the kitchen appliances we find on the market in these days. I believe that the design support package sponsored by the Ministry of Economy will change this perception. There is a lot of potential in the kitchenware manufacturer in Turkey and I would recommend that the biggest corporations make a change in their business mindset and focus on working with local talented designers rather than following the same pattern.



THE AGE OF THE SPOON IS THE SAME AS THAT OF SOUP



CONSIDERING THAT SOUP IS ONE OF THE FIRST DISHES COOKED BY MANKIND AFTER THE DISCOVERY OF FIRE, THE AGE OF THE SPOON MUST BE THE SAME AS THAT OF SOUP. IT IS CERTAIN THAT THE SPOON IS ONE OF THE SIGNIFICANT FEATURES WHICH CARRIED HUMANKIND FROM PRIMITIVE TO CIVILIZATION IN THE COURSE OF DEVELOPMENT OF KITCHEN CULTURE.

Even the first spoons made of wood or bone had the same features as modern spoons; i.e. they consisted of a handle and a ladle for eating. Although materials and areas of use changed these features always remained the same. Throughout the ages metal spoons were used solely in ceremonies while ordinary people ate with wooden spoons.

The oldest examples of spoons, that were used by mankind since fairly ancient times were encountered in Egypt during excavations. Of these, the ones used in temples are the most artfully made. Spoons that are known to be used by Romans and Byzantines also, vary according to location and time. Research has indicated that the

first spoons were made from baked earth while later ones carved from durable trees such as boxwood.

The spoons used by Turks varied according to the food they ate and were usually made of bone or wood. However ladles and spoons used for coffee and pudding were made of metal. The tips of rice, soup or pudding spoons used to be round, while that of table spoons were pointed and coffee spoons were usually small and teaspoons even smaller.

Fairly pretty and decorated wooden spoons were made in Anatolia during the reign of the Seljuk's and particularly of the Ottoman Republic. During these periods, the provinces of Kastamonu and Konya were the

manufacturing centers for spoons. Aside from these, the art of spoon making continued in Istanbul and artisan spoon makers manufactured beautiful spoons. It is a fact that the rarest and most beautiful spoons were made by artisans from Istanbul.

THE WOODEN SPOON IS THE MOST USEFUL IN THE KITCHEN

Konya spoons were famous in their own right. Rumour has it that students who came to Konya from Karaman for education spent their free time making spoons. Thus they rested while performing a useful task. They sent the spoons they made to markets and used the money to pay for expenses. Local students also learned the craft in time and made it a local art for Konya. The residents of Konya who continued making spoons for a long time began exporting their goods to Syria, Egypt, Tunisia, and Algeria in the second half of the 19th century. The practice of making wooden spoons that have gradually lost their former significance is continued by what is now a handful of spoon makers.

It is not in vain that the people of Anatolia who are devoted to their customs and habits use wooden spoons. The fact that the handles of wooden spoons do not heat up as well as the lightness and elegance of wooden spoons and their convenience while sautéing onions and meat are the main reasons for their popularity. Wooden spoons worked with gusto and elegance are commonly used in the washing and placing into containers of butter.

Now a significant portion of wooden spoons adorn museums. The characteristic motifs of the period can be encountered in these spoons as well as fine examples of the art of decoration.

THE ART OF SPOON MAKING

Spoon making is a handicraft that is still practiced in our day in some regions of Anatolia. Wood is shaped with the help of a small hatchet or file. Today in addition to tablespoons, decorative spoons are made as well as spoons used in folk dances. After

being sanded, spoons are printed with various drawings, decorations, and texts are printed on spoons, painted, and polished, and offered for sale.



SPEAKING OF SPOONS

The first spoon in Anatolia was encountered in Çatalhöyük and Hacilar. (7-6 millennium B.C.). In Anatolia spoons are named after the material of which they are made. Spoons that were first manufactured from clay were later made of wood and metals. Wooden spoons are usually made of the woods of such trees as boxwood, juniper, alder, and elm while metal spoons are made of iron, copper, brass, silver, and gold. Centers famous for their spoons in Anatolia include Konya, Akseki, Kas, Gedi, Geve, Bolu, Kastamonu, Bergama, Bursa, Eskişehir, Anamur, and Silifke in particular.



COOKING: LOVE AND PASSION

EXECUTIVE CHEF SEDAT BUĞDAY SAID THAT, IF YOU LOVE AND HAVE PASSION TO COOK, YOU WILL NEVER LET IT GO, YOU WILL MAKE SURE IT IS BEST EVER ALL THE TIME.

We chatted with Sedat Buğday who says “Turkish cuisine is very authentic, attentive and very much based on taste.”

WHEN AND HOW DID YOU FIRST BECOME INTERESTED IN COOKING?

I started to work as a chef after high school in my hometown Mersin. I was 19 years old and that was my first experience as a cook. When I learnt how to make a soup, I started to love cooking and it became a passion.

HOW DID YOU DEVELOP YOURSELF IN THIS AREA? HAVE YOU RECEIVED AN EDUCATION ON COOKING?

Learning never ends, learning should be timely fashion, which means learn as you need and practise, never sleep on what you have learnt, improve, develop and innovate. I studied at tourism high school in Mersin and improved further at AH&MA culinary section on food production principles. Cooking is an ongoing lesson to always learn.

WHEN AND WHERE WAS YOUR FIRST PROFESSIONAL JOB?

I started to cook professionally at Mersin Hilton Hotel in 1991, where my five stars career life has started.

WHERE DID YOU WORK BEFORE SWISSOTEL? HOW LONG HAVE YOU WORKED THERE?

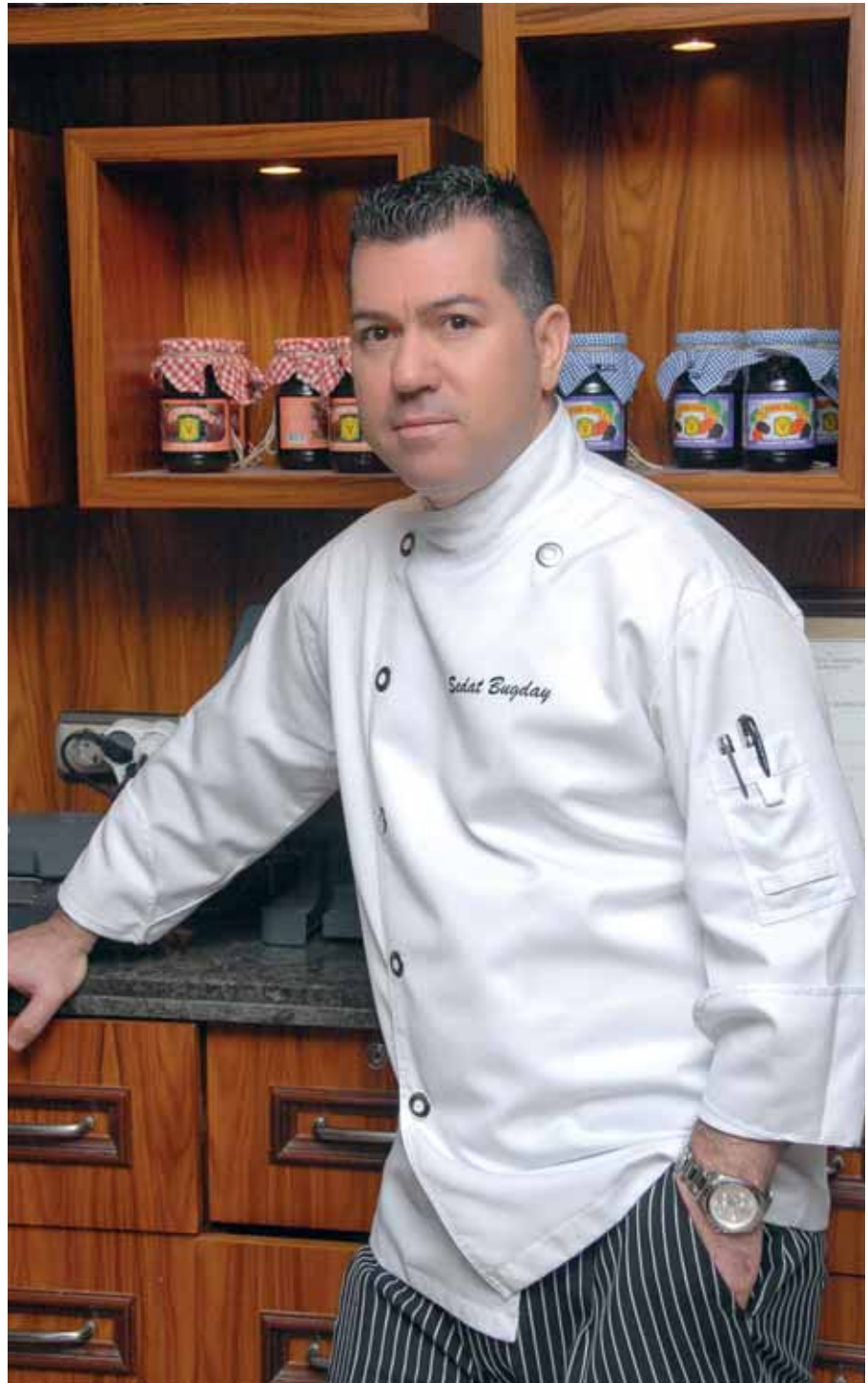
I have worked in several five star hotel chains, such as Hyatt, Hilton, Starwood, Rotana, Kempinski and now Swissotel Ankara since 2,5 years, where I'm very happy.

WHAT DO YOU THINK ARE THE BASIC ATTRIBUTES OF TURKISH CUISINE?

Turkish cuisine is very authentic, attentive and very much based on taste.

WHAT IN YOUR OPINION IS THE SECRET TO COOKING WELL?

Love and passion, if you love and have passion to cook, you will never let it go, you will make sure it is best ever all the time.





Ali Nazik (4 servings)

Ingredients:

800 gr	Lamb meat
1 kg	Whole eggplant
200 gr	Strained yoghurt
4 pc	Cherry tomatoes
4 pc	Chili pepper
200 gr	Butter
20 gr	Salt
5 gr	Pepper flakes
5 gr	Fresh thyme
10 gr	Garlic
1 pc	Lavash bread

Preparation:

Grill eggplant until cook well-done. Peel cooked eggplant mix with half of yogurt and season it. Cut lamb meat in dice, sauté in butter and add garlic and herbs, cook gently. Shape bread round and bake in oven. Grill tomato and pepper for garnish. Design the plate as in the picture.



Çökertme Meatballs



Ingredients:

800 gr	Low-fat lamb meat (prepare as meatballs)
1 pc	Pide bread
100 gr	Strained yoghurt
100 gr	Butter
400 gr	Tomato
200 gr	Chili pepper
5 gr	Hot sauce
4 pc	Chili pepper
5 gr	Dried oregano
5 gr	Pepper flakes

Preparation:

Roundly shape and grill meatballs. Cut pide bread in triangle shape and grill it. Dice tomato and pepper, sauté in butter with hot sauce. Shape plate with strained yoghurt, pepper flakes and dried oregano. Prepare the plate as in the picture.

Glazed Pear with cinnamon (4 servings)

Ingredients:

4 pc	Pears, peeled and cut in half
500 gr	Sugar
5 gr	Cinnamon
100 gr	Clotted cream
100 gr	Lemon sauce
100 gr	Cherry compote
10 gr	Lemon zest
50 gr	Pistachio
50 gr	Cherry sauce

Preparation:

Bake pears in oven and slice them. Shape plate with cherry sauce and lemon sauce. Prepare the plate as in the picture with the rest of ingredients.





Red wooden shelf by Pallete
Handled pans and coffee pots Tutku Metal
Rectangular enamel pots Luyano
Electrical teapot and toaster Arzum
Plastic butter bowl Sun Plastik
Plastic cookie pot and tea bag box Lux Plastik
Porcelain tea and dinner set Korkmaz
Pan with strainer Hascevher
Glass fruit bowl Akcam
Plastic jug Renga

Style

THE AUTHENTIC TURKISH PRODUCTS

THE NEWEST AND AUTHENTIC DESIGNS OF THE TURKISH KITCHENWARE SECTOR ARE GOING TO SHOWCASE AT ZUCHEX FAIR. WE HOPE YOU WILL LIKE THESE NEW AND MOST SPECIAL EXAMPLES OF THE TURKISH KITCHENWARE WORLD FROM COLORS TO DESIGNS, FROM PATTERN TO MOTIF.

sty

Plastic containers Mete Plastik



Titan pan Emsan



Strainer Lux Plastic



Pans Biev

Rose Garden porcelain dinnerware
Jumbo



Fresca blender Korkmaz



Porcelain dinner set Güral



Allaturca Coffee Maker King



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Glass tabletop Akcam



Steel Cookware set Hisar



Be Happy cups Porland



Glass jar LAV

Oldies Goldies copper set Bernardo



Plastik containers Mete Plastik



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PELİN KARADENİZ

VICE-CHAIRPERSON OF METE PLASTİK
www.meteplast.com

We interviewed Pelin Karadeniz, who says, “Innovation can not exist without R&D and it can only transform with R&D, and, most important of all, it can help you become a brand name,” on the establishment, production and exports of Mete Plastik.

COULD YOU BRIEFLY TELL US ABOUT THE ESTABLISHMENT OF YOUR COMPANY?

Our company was established in 1982 to produce plastic items in the plastic injection molding sector. At Mete Plastik San. ve Tic. AŞ, we have been producing garden furniture, stadium seats, kitchen equipment, household goods, industrial

EXPORT TO 50 COUNTRIES

PELİN KARADENİZ, VICE-CHAIRPERSON OF METE PLASTİK, SAYS THE COMPANY EXPORTS TO NEARLY 50 COUNTRIES, LOCATED IN EUROPEAN, MIDDLE EASTERN, AFRICAN AND ASIAN MARKETS.

goods and packaging materials under the brand name PRIMA for the last 30 years. Our company has been engaged in the plastic products market and manufacturing plastic household and kitchen products ever since its establishment. Innovation has become an indispensable element in every company’s operations as a result of the ever changing global markets and considerable increase in consumption which in turn gave rise to tough competition. To keep pace with these changing conditions and to meet its customers’ expectations, our company started to manufacture garden furniture, food containers and stadium seats.

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

At a time when technological development continues at a fast pace and when there is harsh competition going on,

making new product-focused investments is a key to achieve stability and these investments must be accompanied by new designs. We make our new designs, based completely on innovation, at our R&D department.

HOW ABOUT YOUR INVESTMENT PLANS FOR 2017?

We have included, and will continue to include, new designs in our product portfolio to meet the expectations of our customers. This is a project we will continue to carry on for many years to come and we have allocated a considerable budget to our R&D department.

DO YOU EXPORT YOUR PRODUCTS? AND IF SO, TO WHICH COUNTRIES DO YOU EXPORT? AND COULD YOU PLEASE GIVE US YOUR EXPORT FIGURES?

We are exporting to nearly 50 countries, particularly to European





markets. They are followed by Middle Eastern, African and Asian markets. Exports account for a considerable portion of our turnover.

HOW ABOUT THE FEEDBACKS YOU RECEIVE FROM THE TRADESHOWS YOU PARTICIPATE IN?

Our company has participated in many tradeshows since its establishment. But lately we are more selective with the tradeshows we will participate in and trying to pick the ones that fit best our corporate goals. So, when we find the right tradeshow, we spare both cash and time for it, expecting to receive positive feedbacks. Currently we focus on 3 tradeshows in Germany: Spoga Gafa Trade Fair 2016, held in September every year; FSB Sports Equipment Fair held once in two years; and Interpack Packaging Tradeshow held once in 3 years in May; All4pack, previously named “Emballage”, which is held once in 2 years in Paris, and also Eurasia Packaging Fair held at Tüyap every year.

To us, participating in a tradeshow means much more than simply showcasing our products and waiting for new customers to visit our stand.

We complete our annual tradeshow program at the beginning of each year and announce our plan to our existing and potential customers via our website and also by sending invitations to the customers whom we visit as part of our market surveys in an effort to inform them about our participation.

We generally receive positive feedback from tradeshows, though this can take some time. We frequently remind our customers of ourselves. We pay market survey visits to our potential customers. We also benefit from markets survey support offered by the Ministry of Economy.

DO YOU HAVE DEALERS ABROAD?

We believe having dealers in a market is an important step towards entering that market and also towards strengthening presence in that market. The approach to having dealers has changed a lot since there is tough competition everywhere. So, we are selective with signing dealership agreements. We generally sign dealership agreements with our long-term customers truly familiar with our range of products to make sure that our products are promoted and marketed in the best manner possible.



WORLD'S LEADING BRANDS MEET AT ZUCHEX

Aiming to support international trade and to be held for the 27th time this year, Zuchex has been bringing together more and more of the world's leading tableware brands. Organized with many years of industry experience and knowledge, the event has been positively contributing to the trade segment, development and improvement of the industry.

Last year, Zuchex hosted some 700 exhibitors on an exhibition area of 140.000 sqm, including manufacturers, importers, distributors, chain stores, wholesalers and retailers in the tableware industry. The event also attracted a total of 34.038 visitors, 3.049 of whom were foreigners, from 90 countries, highlighting Turkey's huge production and investment potential.

Bringing together many professionals from the industry this year again, the 27th edition of Zuchex Tableware, Houseware, Kitchenware, Decorative Furniture and Gifts, and Electrical Household Appliances will be held at Tüyap Fair and Congress Center between 22 and 25 September 2016.

Renowned as one of the major international events across the world, Zuchex is a unique platform where the latest designs and collections of tableware, porcelain, ceramic products,



steel utensils, decorative furniture and home accessories, electrical household appliances, home textile and plastic products are showcased.

Zuchex will be visited by executives of many companies from 25 countries as part of the event's purchase delegation program. Zuchex will offer a unique opportunity for both domestic and international businesses to build promising partnerships and serve as a center of attraction for businesses wishing to have a share in the global market.

Commenting on the contributions made by Zuchex to the Turkish economy, Life Media Chairman İrfan Tıraş says, "The International Zuchex Fair is recognized as a world-class event in the tableware industry. We are very

hopeful that Zuchex will witness a high volume of trade this year as well. We observe that the sector's annual trade volume has grown to USD 3.5 billion, particularly in terms of tableware, electrical household appliances and decorative items. A major portion of that trade is recorded through Zuchex. Although exports have slowed down, affecting the sector negatively, I believe new solutions will give momentum to the tableware sector."

As an international event, extremely appealing to investors and contributing aggressively to the Turkish economy, coupled with Turkey's strategic location and huge foreign trade capacity, Zuchex will, once again, be the talk of the industry across the globe with its eye-catching performance.

FIRST COLLECTIVELY ORGANIZED APPEARANCE AT SPRING FAIR 2017

For the first time in its history, İDDMİB is organizing national participation at Spring Fair 2017, which will be held in Birmingham, the U.K. between 5 and 9 February 2017. Recognized as the largest household goods and kitchenware tradeshow in the U.K., Spring Fair has 160 thousand sqm exhibition space and hosted 3.300 exhibitors from 45 countries in 13 halls back in 2016. Received 65

thousand visitors last year, Spring Fair is opening its doors for the 41st time in its history. The event is to host 13 show sectors, including Household Goods and Appliances, Ceramics, Glassware, Gifts, Watches & Clocks, Jewelry, Crafts, Special Occasion Party Items. Turkish Pavilion is at the UK's No.1, gift and home trade event on 5-9 February 2017 at NEC Birmingham UK., Hall 9.



INDUSTRIAL TRADE DELEGATION IN FRANCE

Jointly with the Turkish Housewares Manufacturers Association (EVSİD), an industrial delegation of 39 representatives from 29 companies was formed to visit Paris between 18 and 20 May 2016 as part of the Turkish Houseware UR-GE Project developed by the Istanbul Chemicals and Chemical Products



Exporters' Association (İKMİB). As part of the trip, certain chain stores and retailers offering household and kitchen appliances in Paris were visited and detailed information was obtained on the structure, design features and pricing of products. At the ballroom of the hotel where the delegation stayed,

members of the delegation held face-to-face business meetings with major purchasers in the region the following day. It is projected that the business visit by the industrial trade delegation to Paris will contribute to our exports to the region and to both our national economy and industry



The top three ranking participants in the 2016 Industrial Design Contest organized by the Istanbul Mineral and Metals Exporters' Association (İMMİB) received their awards at a ceremony held at the Foreign Trade Center Istanbul on 3 June 2016. Among those who attended the award ceremony for the design contest, which is organized by Istanbul Ferrous and Non-Ferrous Metal Exporters' Association (İDDMİB), by the Istanbul Chemicals and Chemical Products Exporters' Association (İKMİB) and the Electrical and Electronics and Services Exporters' Association (TET) and with the support of the ministry of Economy, Turkish Exporters Assembly (TİM) and the Industrial Designers Society (ETMK), were İDDMİB Chairman Rıdvan Mertöz, TİM Vice-

chairman Tahsin Öztiryaki, TET Chairman Fatih Kemal Ebiçlioğlu, İKMİB Vice-chairman Selçuk Aksoy, as well as industry professionals and students. The opening speech for the ceremony was delivered by İMMİB General Secretary Armağan Vurdu.

İDDMİB Chairman Rıdvan Mertöz said, "We have evaluated more than 3.750 submissions and rewarded 350 out of them in the İMMİB Industrial Design Contest organized over the last 12 years. In addition, 30 designers have received international scholarships." Delivering a speech at the ceremony, TİM Vice-chairman Tahsin Öztiryaki said, "Today, pupils at elementary and secondary schools are taught about the importance of design. Turkey is training scientists and designers of the future. Turkey should

DESIGNS REWARDED

have a say in the areas of quality, design, R&D and branding. We can only compete in the international arena with these four instruments."

Noting that the İMMİB Industrial Design Contest has become one of the most prestigious design events in Turkey, TET Chairman Fatih Kemal Ebiçlioğlu said, "When we bring design and industry together, we believe the number of products, labeled "Made in Turkey", will increase across the world. We hope the contest, which enhances awareness among industrialists about the benefits of design in competition, will guide Turkey throughout its journey to branding and increase the number of feasible designs."

Stating that more and more interesting projects have been submitted to the contest every passing year, İKMİB Vice-chairman Selçuk Aksoy said, "Innovation is formulated by R&D and design. The only way to survive in today's intense competitive environment is to manufacture differentiated products. We will keep bringing industrialists and designers together and supporting industrial design in the years to come as well."

KITCHEN SECTOR SHINES IN THIS WORKSHOP

The kitchen and household appliances sector, one of the most active sub-industries in Turkey which is composed of over eight thousand manufacturers, exporting USD 4 billion worth of products a year, is playing an important role in Turkey's economic growth. In an effort to contribute to that growth, we, at the Istanbul of Ferrous and Non-Ferrous Metals Exporters' Association (İDDMİB), organize participation of Turkish kitchen and household appliance manufacturers at tradeshows like Ambiente in Germany, IH&HS in the U.S. and Houseware Tradeshow in Hong Kong. We also develop clustering projects and organize trade delegations as part of the Improvement of International Competition Project designed for the kitchen and household appliances sector. In addition to that, we have successfully completed the second Kitchen and Household Appliances Workshop, the first version of which was held back in 2013, marking the importance we attach to "common sense".



İDDMİB organized and held a workshop Kitchen Sector Workshop, at Hotel Ela Quality in Antalya between 8 and 10 April 2016. In addition to 93 participants, representative and executives of related institutions and sectors as well as the top ranking designers, as named at the İMMİB Industrial Design Contest, attended the tradeshow.

The workshop was moderated by Tınaz Titiz. At the workshop, participants brainstormed on the sector and voiced the challenges facing it. Later, we formed up 10 work teams and

developed and proposed solutions. On the last day of the workshop, the speaker of each of the 10 work teams shared his team's best solution proposed for a certain challenge identified by the team as the most critical. At the workshop, Murat Özdemir made a presentation on the internet of things and Industry 4.0, Fatih Karahan from the Turkish Patent Institute on draft Industrial Property Law, Muammer Coşkun, Istanbul Director of Turkish Employment Agency, on employment policies and projects, and Merve Çakır Yörükten of İDDMİB on user-oriented design.

" TURKISH HOUSEWARES BY INVITATION ONLY "

Some 50 companies, mostly based in Europe and Latin America, participating at the "Turkish Housewares by Invitation Only" event held at Istanbul Hilton Convention Center between 2 and 3 June made significant contacts and held meetings to import various metal, plastic and glass household goods and kitchenware manufactured by Turkish companies. Among those that were participated in these meetings, hosted by the Turkish Housewares Manufacturers Association(EVSİD) for the first time in Turkey, were El Corte Ingles, the biggest department store group in Europe, Liverpool, the largest chain of department stores in Mexico with 108 outlets, and other

chain stores and purchase offices like Li Fung, IKEA, Pier One, Mr. Price, Connor and Ottos.

Making a statement on the event, EVSİD Chairman Burak Önder said, "Turkish companies export mainly to neighboring markets, with limited exports to Europe, Latin America, the U.S. and Canada, all of which are large importers of household goods and kitchenware. The Turkish Housewares by Invitation Only event has brought together importers from new and different markets and Turkish manufacturers." Stating that, through the event, their goal is to reach a group of importers with USD 400 million contract potential, Önder said, "The industry aims to record an export



volume of USD 2 billion for the first time and thus rank fifth in this segment of the global market, leaving France behind. But our final goal is to outpace Germany."

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