

WINTER 2011 ISSUE 8

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### ware

## AMBIENTE WELCOMES TURKISH KITCHENWARE

**Turkish Designer** Pınar Hakim

**Charming** Valentine's Day Tables

In This Issue 94 Products +302 ADDRESS

# Smart Beko is clean in one touch. Save time for family.



### Smart cleaning solution from Beko



Beko's Excellent Clean Technology ensures that the inner glass of your oven door will almost never get grease on it and can easily be cleaned with one touch.



It's always difficult and frustrating to clean grease stains from an oven's door. Beko's Excellent Clean Technology save you the hassle of scrubbing hard-to-remove residues. With this technology, you have the advantage of saving time and money. You don't have to use expensive heavy duty cleansers or need to spend extra time and effort cleaning oven doors. All you need to do is; to clean the inner door with a soft cleanser and a piece of cloth after every 20 cooking cycles. The results is a shiny door with an excellent look for many years.

Standard Glass. Excellent Clean Glass \*Demonstrates the inner door after 420 times of use.



## edito



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

U

e proudly continue introduce you to the Kitchen and Homeware industry in Turkey with our publications and the fairs we take part in. Within this scope, we took part in the Züchex fair organized at the Tüyap Fair Center on 23-27 September 2011, aiming

to present you once again with the newest and most striking designs from the Turkish kitchen industry. Our 32 square meter zone at the fair showcased eight award winning projects from the 2010 Industrial Design contests as well providing information regarding the application process for this year's contest. This fair gave us the opportunity to state once more that we produce our own designs. We pay a great deal of attention to establish the Made in Turkey perception all over the world.

#### **TURKEY PERCEPTION ALL OVER THE WORLD**

We will continue to take part in four of the world's most important fairs in order the forge awareness. One of these fairs is the "AMBIENTE – Internationale Frankfurter Messe" which will take place in Frankfurt, Germany on 10-14 February 2012. We will be connecting you with the Turkish kitchen and homeware industry in the best way we can. Last year the fair welcomed 144.000 buyers from 150 countries, with 59 firms from Turkey. 63 firms will be present at this year's fair, attracting a great number of visitors. As usual, İMMİB organized the national participation organization this year as well. The Turkish zone will be welcoming visitors with a great number of surprises. 1450 square meter area allocated to the Turkish zone, will cover the exhibition halls 3.0, 5.0, 6.0 and 10.1.

Especially the design section at the hall 3.0 will be showcasing numerous debutants. Prototypes from the Industrial Design Contests, organized by İMMİB and award winning products from the Design Turkey contest, will be exhibited at this section together with a plethora of original and striking products.

# kitchen

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(İstanbul Mineral and Metals Exporters' Association)

REPRESENTATIVE OF THE PUBLISHER Coşkun Kırlıoğlu, on behalf of IMMIB

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PUBLISHING DATE AND PLACE Istanbul, December 2011

TYPE OF PUBLICATION International Periodical KitchenWare Turkish is published 4 times a year by Maya Communication and Design Services. In whole or in part of any material in this publication without prior written permission from Maya Communication and Design Services is expressly prohibited. The written materials are the sole responsibility of each of the writters, and the advertisements published in the magazine are the sole responsibility of each advertiser. A complimentary copy from IMMIB. ISSN-1309-4998

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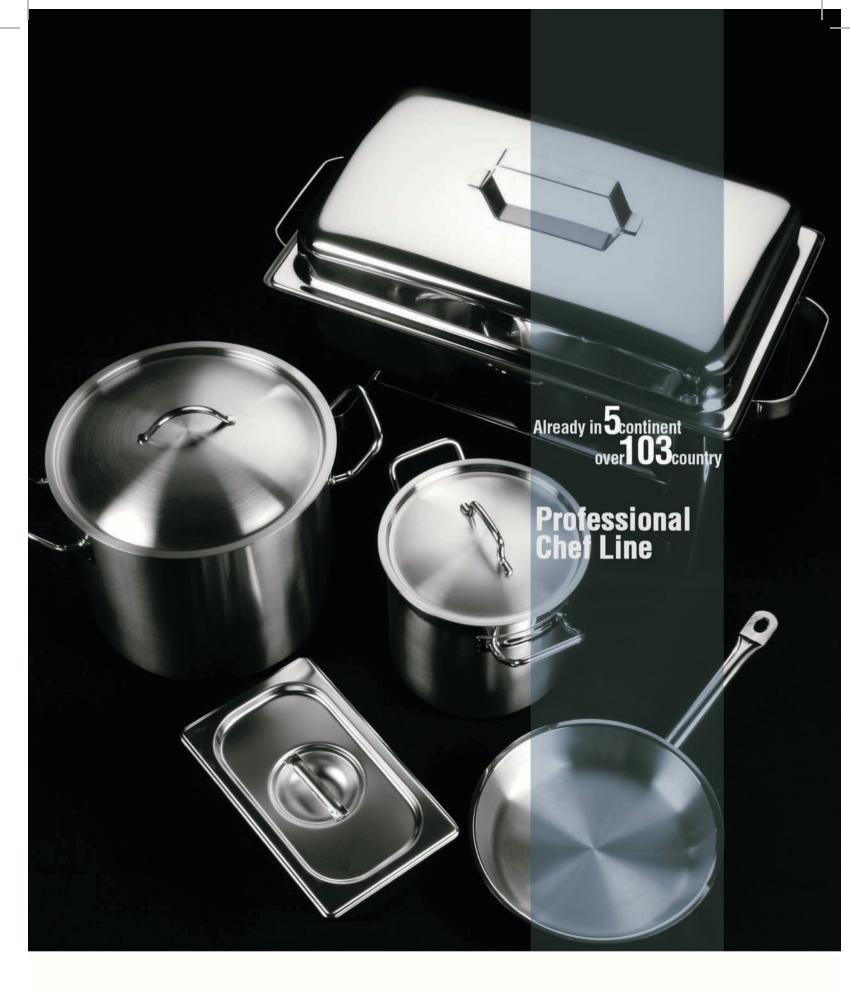
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### The color of **love**

Red is definitely the only color that comes to mind when one thinks of the Valentine's Day. Symbolizing love, excitement and energy, red is perfect for representing the feelings that come straight from the heart.

......

IN THIS PERIOD OF THE YEAR WHEN SIGNIFICANT BOOM IS TAKING OVER ALL COMMERCIAL SECTORS, PRODUCTS FEATURING RED COLOR SURELY EMERGE AS THE FAVORITES. BEFORE THE VALENTINE'S DAY WHEN EVERYONE GETS BUSY TRYING TO FIND THE PERFECT GIFT TO REFLECT THE VALUE THEY ATTRIBUTE TO THEIR LOVED ONES, RED PRODUCTS ARE MUCH MORE PREFERRED THAN THOSE FEATURING OTHER COLORS. HERE ARE SOME CRIMSON RED PRODUCTS THAT REFLECT THE MEANING OF THIS TIME OF THE YEAR.

#### Red mornings

I The 1050 W electric toaster from Arçelik's Lal Series adds a pleasant red hue to every bright morning. With its defrosting and reheating functions, the Lal toaster strikes out with its elegant design too. *Arçelik www.arcelik.com.tr* 

#### Health by glass

✓ The classic of glass products, Paşabahçe's glass container strikes out with its red lid. Its glass material enables a healthier and prolonged storage of all sorts of food. *Paşabahçe www.pasabahce.com* 

#### Colorful scales

• These red scales will be your greatest help in the kitchen. The scales, largest of which has a 15 ml. capacity, features a locking hoop keeping them all together. *Sun Plastik www.sunplastik.com.tr* 

#### **Practical strainer**

The red see through MoonStar strainer is easy to use with its special handles. Its slippery surface enables ease of cleaning. The strainer is a favorite of all elegant kitchens. *Alp Plastik www.moonstar.com.tr* 

#### Nostalgic drum oven

Akel's red drum oven is a nostalgic tradition of Turkish kitchens. With the delicious pastry that it cooks, the Akel drum oven comes with a special aluminium tray. The observation glasses allow the user to monitor the cooking process without opening the oven's lid and causing a loss of heat. Akel www.akelevaletleri.com

#### **C** Freshly brewed tea

• Enabling you to monitor the brewing process through its glass teapot, the Demly tea machine is produced by Arnica, and has a water capacity of 1,7 litres. With its stainless steel covered heating coil, the Demly tea machine is truly ideal for all tea lovers. Senur www.senur.com.tr



### Noble and elegant...

ART OF DINING



FLORENCE

www.hisar.com.tr

Goldenline

7

5

#### Healthy mornings

The King solid fruit press provide healthy breakfast. The fruit press has two speed levels as well as a jug with measuring levels enabling the user to measure the correct amount of juice. King www.king.com.tr

8 Silky surface The Redio saucepan by Redio, produced using Papilla's curtain coating technology, features fire-resistant bakelite handles. The saucepan with glass lids enabling stable stem outlet is easy to use and also machine washable.

AL-Co www.alcocookware.com

#### Oil bottle

9

Renga's red glass bottles enable you to store oil in small portions for ease of use. The bottle has an elegant design with its cork tap. Renga www.mercanlarkitchen.com

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#### **Romantic tables**

10

6

The heart shaped plate by the ceramic producer Keramika adds a touch of romance to all table settings. Enhancing the feeling of romance with its red color, the plate is 20 cm in diameter. Keramika www.keramika.com.tr

#### Small and pretty

Sinbo's mini refrigerator with 12 litre inner capacity is a true heart stealer with its striking color. This light and portable mini refrigerator has a 8 degree chilling and 60 degree warming functions. The fridge has blue, white and black color options too. Sinbo www.sinbo.com.tr



#### Saving up to 70% of your time and 50% of your energy

Simple safe; Korkmaz pressure cooker offers a high degree of safety. The integrated blocking system only permits the cooker to be opened when pressure has been released completely. Saving up to 70% of your time 50% of your energy.



These products with their patterns reminiscent of the 70s truly transport the past into the present. The retro style which is transferred to every aspect of daily life by the fans of the era, is seizing the kitchens too.

#### RETRO PATTERNED PRODUCTS FEATURING 70S STYLE DETAILS ADD A DISTINCT LOOK TO ALL HOMES. ALTHOUGH MODERN IN NATURE THESE PRODUCTS EXUDE A TRUE FEELING OF NOSTALGIA THROUGH TINY TOUCHES AND THEY NEVER FALL OUT OF FASHION. THIS SELECTION OF THE MOST USED PRODUCTS IN THE KITCHEN FEATURE THE MOST STRIKING DETAILS OF THE ERA.

#### Purity of white

hot trends

**Retro** details

This teflon pan is easy to use both with its non-stick surface and its glass cover. Produced by Savasan, the pan features bronze patterns on white background, making it truly alluring. Savaşan www.savasan.com



#### Floral freshness in the kitchen

This glass jug by Renga keeps water in a truly healthy environment. Its functional handle and its mouth also make this jug a hit among similar products. The flower patterns complementing the orange handle make a pleasant reference to the 70s. Renga www.mercanlarkitchen.com



#### **Coffee time**

Having Turkish coffee has never been this pleasant. The gilded coffee cups by Kütahya Porselen are teamed with matching liqueur glasses. The set with various color options consists of cups and plates. Kütahya Porselen www.kutahyaporselen.com.tr



Honeycombs, squares and

This three piece container by

is decorated with honeycomb,

The ceramic material enables a healthier way of preserving food, with vacuumed lids blocking any contact with air.

square and circle patterns.

circles

Unbreakable tray

This melamine tray featuring colored squares, one of the most popular patterns of the 70s is truly unbreakable. This tray by Külsan is totally safe to use in all kitchens, manifesting a truly retro feeling. Külsan www.kulsan.com.tr







#### Fresh bread

This bread box by Öz-Er keeps bread fresh and clean for a prolonged period. Decorated with flower and leaf patterns, the bread box is easy to use with its sliding cover. The plastic material is also very easy to clean. Öz-Er www.ozerplastik.com

# Innovations for the world.

anzumª

Discover Arzum's worldwide innovations at the Ambiente Fair.

February 10–14, 2012 Hall: 3.1 Booth: A29 Frankfurt/Germany

## **Comfort** promoting utensils

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З

Big kitchens are making life easier! The open wide spaces enable you to store more gadgets and utensils than a standard kitchen and thus increase your standard of life. Here are some of those gadgets that turn spending time in the kitchen into pleasure.

#### In-house butcher

The Arnica Promeat Grande provides you with the luxury of mincing your own meat at the healthy environment of your own home. Thanks to the stainless steel grinding cylinders and the stainless blades of the long lasting Promeat Grande, meat is now freshly consumed. *Senur www.senur.com.tr* 

arnico

#### Steamy health

✓ The key to healthy cooking, steaming, arrives to regular kitchens thanks to Jumbo's Steam Line series. Enabling cooking several dishes at the same with its multilayered compartment, the Jumbo Steam Line saves a lot on energy as well. *Jumbo www.jumbo.com.tr* 

### 3 Delicious fries

• The Arzum Bonfrit Deep Fryer with a 650 ml oil capacity enables you to monitor the frying process thanks to its lid with a glass window. With two color options – lilac and green – the Bonfrit also features a washable oil compartment. *Arzum www.arzum.com.tr* 

#### Smart teapot

artun

The smart teapot Tulipa by Korkmaz has a 2,5 litre water and 1,2 litre infuser capacity. Thanks to its sensor the teapot safely shuts itself down when it runs out of water or when it's not used for 5 hours. *Korkmaz www.korkmaz.com.tr* 

#### Cold water meets the refrigerator

The Simfer water dispenser is not only a water dispenser but also a refrigerator with its lower compartment. Serving both hot and cold water, this water dispenser with odor-free water pipes is 350x360x995 mm in dimensions. *Simfer www.simfer.com.tr* 



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WHILE HAVING A SMALL KITCHEN IS A REAL BORE, SPENDING TIME IN A BIG KITCHEN IS JUST AS FUN. BIG KITCHENS THAT CAN HARBOR A VARIETY OF GADGETS AND UTENSILS ALSO DECREASES THE AMOUNT OF TRIPS YOU MAKE TO THE SUPERMARKET. HERE ARE SOME OF LIFESAVING GADGETS, FROM MEAT GRINDERS TO BREAD MAKERS.

Fresh-baked bread

inho

hot trends

6 The King bread maker features 12 different program options and bakes breads of up to 750-1000 grams. Providing the opportunity to choose even the color of the crust, the King break maker keeps bread warm for 60 minutes thanks to its nonstick container. *King www.king.com.tr* 

#### **7** Smokeless grilling

The pleasure of barbecue is not limited to summer months anymore. Felix's smokeless grill Izgarella can be used both indoors and outdoors thanks to its mountable legs. The 2000-Watt grilling machine Izgarella is ideal for cooking healthy food. *Felix www.arzum.com.tr* 

#### Safety in steam cooking

O Emsan Safir steam cooker, the quickest way to cook food, surely makes things much easier in the kitchen. Getting full marks for its safety properties, the Emsan Safir maintains the tastes and nutritional values of the food. With its 6 litre capacity, the Emsan Safir is easy to use with its practical lid design. *Emsan www.emsan.com.tr* 

#### **Fireside grill at home**

Akel's Ocakbaşı Electric Grill brings the pleasures of a traditional fireside grill to homes thanks to its no-smoke and no-smell functions. At the end of a busy work day it's now easy to cook fish in 10-12 minutes and steak in 16-18 minutes. Akel Ocakbaşı thus turns healthy eating into a practical process. *Akel www.akelevaletleri.com* 

#### Electric steam cooker

Sinbo's electric steam cooker saves 60 percent in energy and 40 percent in time compared to other similar electric cookers. The cooker with a digital control panel has two size options of 7 and 10 litres. Sinbo www.sinbo.com.tr







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design & designer

# **The fiery** dance of glass

PINAR HAKIM HAS TURNED HER HOBBY OF GLASS BEADS INTO A GLOBALLY ACKNOWLEDGED PROFESSION WHERE SHE CREATES GLASS PRODUCTS THAT ARE ALL PIECES OF ART IN THEIR OWN RIGHTS.

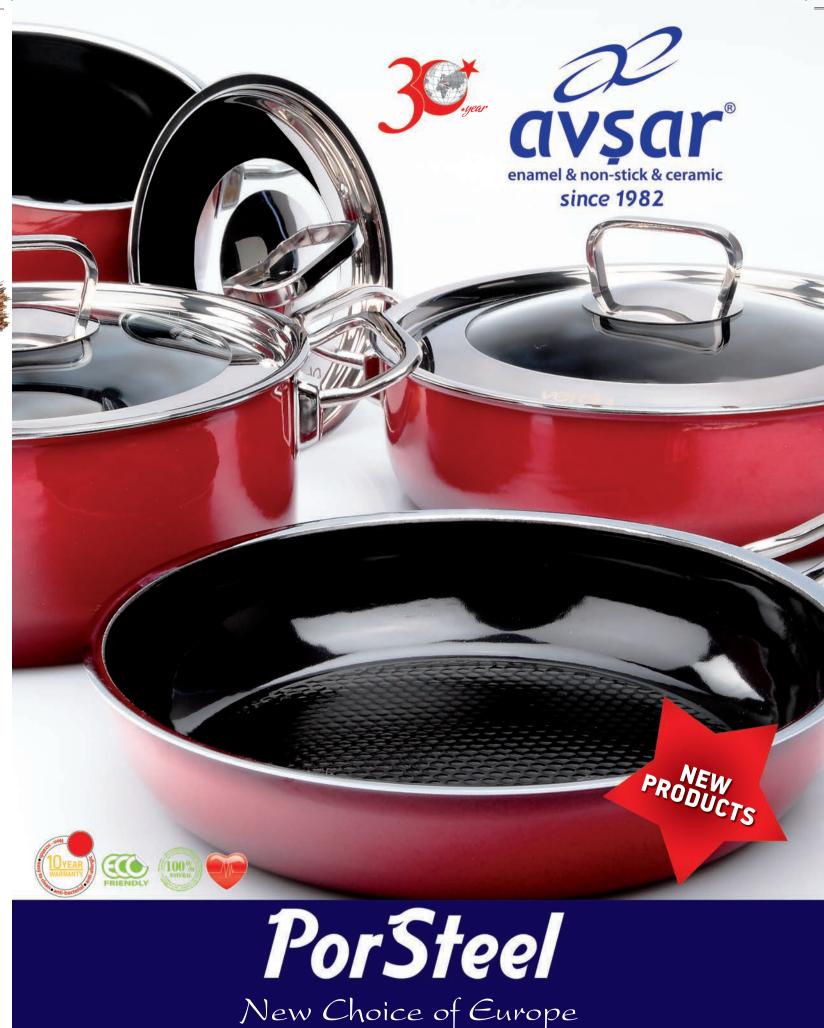


#### My motto

"I always plan and produce my products around a certain concept. I make sure they are totally handmade for durability and a long lifespan."

espite all her family being people of the law, Pinar Hakim was always attracted to design. Following her archeology studies, she listened to her inner voice and started to deal with antiques, stepping into the wonderful and fiery world of glass, initially as a hobby. She took part in various training programs and worked with all her favorite glass masters. She didn't mind even if these masters were at the other end of the globe. She followed them to Florence and Hamburg and after trialing the many facets of glass making, she decided to focus on glass beads. She established her own business in 2004. Hakim says that her "hobby turned in to a passion, and the passion evolved into a profession ... "Working with glass is like





www.avsar.com

#### design & designer



meditation, I got through all the obstacles that life brought upon me thanks to glassmaking". She is now one of the most prominent names in the world when it comes to glass bead design. Here is the short story of how Pinar Hakim gives life to these plain objects.

#### Works of art, freshly out of the oven

Pinar Hakim does mostly boutique work. She turns various glass forms into works of art and creates limited edition collections. Here's how she describes the process in which she gives life to glass which turns liquid at 1200 degrees: "When the glass reaches this temperature it takes a liquid form with a deep red color. That is a truly impressive moment. Of course in the meanwhile, you need to act swift in order to achieve the best result. It's because glass tolerates no faults. If you act sloppy the result will be just as bad." Hakim believes glass is deeply affected by the state of mind its creator is currently in. "The nature of the glass is highly connected to you... If you are nervous that day, glass may shatter into pieces the moment you pick it up. After you finish shaping you place it in the oven and more often than not what comes out of it

turns out to be a surprise. And this really excites me." The reason why she describes what she creates as a "piece of art" is that she works on each of the pieces for at least 45 minutes. Hakim is constantly developing herself with the trainings she takes, and while doing so she works with many world famous glass masters: Luccio Bubacco from Italy, Kristina Logan from USA, Andrea Guarino, Michael Barley, Holly Cooper with her archeological beads, Marie-Odile Savigny from France, Anne Londez from Switzerland and Corina Tettinger who is an icon for all those who are interested in glass beads.





#### MAGMA STRUCTURE

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#### www.avsar.com

PRODUCTS

#### Making it to the international scene

Of course it didn't take long for Pinar Hakim to take her place in the global glass literature after all her efforts. The International Bead and Beadwork Conference at the Rezan Has Museum of the Kadir Has University in 2007 was where she was first discovered. When the glass beads she specially designed for Gönül Paksoy's collection which was exhibited during the conference was extremely well received by the international participants - especially the ones from America - new horizons were opened up right in front of her. Shortly after the exhibition she was offered a place in the Lois Sherr Dubin's book The History of Beads which turned out to be the most extensive book written on glass beads. She is now one of the few glass bead artists in Turkey. The book which had its first edition published in 1987 was updated recently to include the glass artists with a section specially dedicated to Pinar Hakim. This was obviously followed by an increased number of business offers.

#### One project after another

Hakim, who is engaged in multiple projects simultaneously, is recently focused on the Azerbaijani Diplomatic Politics Academy. She is working on a café project by the academy which will be located in a bookstore and she produces all the furniture right here in Istanbul. She also designs glasses and decorative objects for Harvey Nichols. For a private firm she applies patterns on service plates. Today you may find Pinar Hakim's products at Harvey Nichols and Galeri Suav. On the internet, e-bay features many exquisite pieces by Hakim.

#### www.pinarhakim.com





#### 1. Hand of Fatima

Fatima's Hand which is believed to bring wealth, prosperity and health is designed as a lucky charm. The product, which is decorated using the under-glass technique, can also be used as an elegant accessory.

#### 2. Paperweight

This product used as a paperweight is produced using the blowing technique. Decorated with the cutting technique and covered with genuine gold, the product is then placed in the oven for firing.

#### 3. Handmade glass candleholder

The product designed as a decorative candleholder is completely handmade just like all the other products. Decorated using the cold cutting technique, the product was given its final shape through firing with gold at 600 degrees.

#### 4. Lucky charm

The product, which is inspired by the elephant figure, believed to be lucky in the Indian culture, is designed for use as a lucky charm. Prepared using the glass sanding technique, the final shape of the product was achieved through the gilding technique.

#### 5. Handmade bowl

This decorative bowl is sure to add to the ambiance of all living rooms with its unique design. The bowl, which was decorated using the cold cutting technique, was given its final shape through gilding following firing at 600 degrees.



Nehir has started to produce Steel Kitchenware in 1981. It carries out all its production in its facilities in Turkey. It has been producing fork spoon, knife, tea sets and various kitchenware for 30 years.









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PHOTOS: HANDE GÖKSAN STYLING: İNCİ ÖZGÖZ

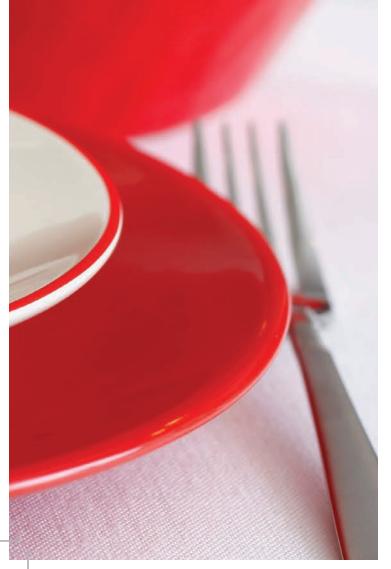
STYLING ASSISTANT: MELIS TÜZMEN

Red plate: *Kütahya Porselen*, Red spotted white plate: *Kütahya Porselen*, Red heart shaped bowl: *Karaca*, Cutlery: *Narin*, Toothpick with evil eyes: *İlyasoğlu* 

# The charm of **red**

#### VALENTINE'S DAY IS ALL ABOUT COLOR RED ...

NOBLE BLACK AND WHITE MEETS WITH ATTRACTIVE RED ON ROMANTIC TABLES.





Glass cup: *Ilio*, Heart shaped plate: *Karaca*, Wooden plate with triangle cups: *Karaca*, Wooden multi-purpose service plate: *Karaca* 

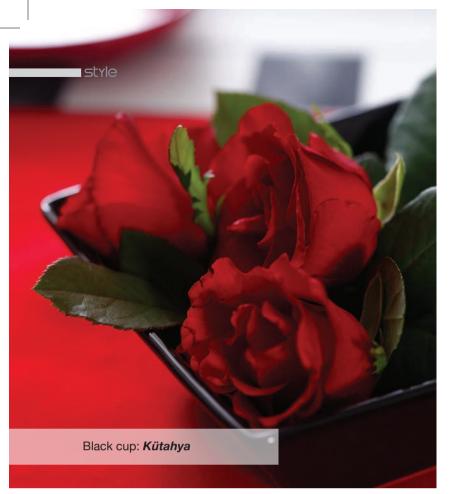




Plate: Karaca, Plastic heart shaped template: Lux



Wooden multi-purpose service plate: Karaca

#### THE NAME OF LOVE

Love symbols red roses, heart cakes, cheese plate with delicious wine... All these little details describe love on Valentine's Day.



Black and red "s" shaped cups: *Karaca* 

**WHY NOT** drop some little love notes to your valentine and surprise them at the table?

ir bırak..

Ceramic espresso/liqueur cups with plate, Red ceramic bowl: Özlem Tuna

YOU CAN DECORATE your table with loyal swans or romantic candles for a fun Valentine's Day dinner.

Red service plates: *Monna*, Deep and small black square plates: *Kütahya Porselen*, Black bowls: *Kütahya Porselen*, Cutlery: *Narin*, *Wine glasses: Karaca*, White swans: *Güral Porselen*, Black and red "s" shaped cups: *Karaca*, Black candles: *Özlem Tuna*, Red candle stick: *Kütahya Porselen*, Napkin ring with evil eyes: *İlyasoğlu* 

STYLE





Cutlery: Narin

Black candlestick: Özlem Tuna

#### ENDLESS LOVE

Love means care and labor, you need to think of all the details delicately so that it becomes endless.

.....



Turkish coffee set: Özlem Tuna



White swans: *Güral Porselen*, Red "s" shaped cup: *Karaca* 

INNERS

# The kitchen industry meets at **Ambiente**

THE AMBIENTE FAIR THAT WILL TAKE PLACE IN FRANKFURT,

GERMANY ON 10-14 FEBRUARY IS PREPARING TO WELCOME

34 6

Tin

Chef Set

THE LEADING FIGURES OF THE KITCHEN INDUSTRY.

2010 industrial design contest winner prototipes were exhibited through 2011 Ambiente Fair.

**The "AMBIENTE** – Internationale Frankfurter Messe" fair which will take place in Frankfurt, Germany on 10-14 February 2012 seems like it will be a great platform for the Turkish kitchen and household goods sector. The fair, which has hosted 144.000 buyers from 150 countries last year, was attended by 59 firms from the Turkish kitchen industry. The same number of attendants is secured for this year's fair as well. The national participation organization will be managed as usual by İMMİB (General Secretariat of Istanbul Mineral and Metals Exporter's Association) and the Turkish zone will be featuring many surprising participants. Allocated to an area of 1447 square meters, the firms in the Turkish zone will be showcasing their goods at the halls 3.0, 5.0, 6.0 and 10.1.

#### AWARD WINNING DESIGNS

Throughout the fair, Turkish firms will be presenting products within various categories like kitchen and homeware in stainless steel, teflon, enamel, plastic, melamine, copper and glass, as well as electrical goods and decorative/gift products. The special design section within the Turkish zone is expected to become one of the main centers of attraction in the fair once again. The 72 square meter design section in the hall 3.0 will see numerous special designs making their debut. The section which will feature the winners of the two design contest organized by IMMIB – the Industrial Design Contests and the Design Turkey – guarantees a plethora of original and striking products.



#### 'MADE IN TURKEY' IS THE CONCEPT OF 2012

Following the concept determined by İMMİB, all Turkish products exhibited at national kitchenware and house objects fairs will be entitled as 'Made in Turkey'.

28 | kitchenware

F





# ADD COLOURS TO YOUR KITCHENS

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### **Züchex** keeping the pulse of the kitchen industry

THE ZÜCHEX FAIR, WHICH BROUGHT TOGETHER 560 FIRMS ON A FIVE-DAY EVENT, SHOWCASED THE LATEST PRODUCTS, DESIGNS AND TECHNOLOGICAL INNOVATIONS WITHIN THE SECTOR.

(Züchex), Gift and Electrical Appliances Fair The International Housewares took place at the Tüyap Fair Center on 23-27 September 2011. The fair which is Eurasia's 3rd and the world's 4th largest fair dedicated to this specific field, was organized this year for the 22nd time. A total of 560 firms – 449 domestic and 111 foreign – showcased their latest products in Istanbul. The "Made in Turkey" concept created within the premises saw Turkish firms and Turkish products attract a great number of visitors. The Turkish products exhibited within this scope underlined the crucial statement of "designing own products rather than copying those of other's".

The fair, which hosted the Istanbul Mineral and Metal Exporter's Associations at a 32 square meter information zone, presented the award wining products from the 2010 Industrial Design Contests. While eight award winning projects were presented on the premises, the visitors were provided with information regarding the applications to the 2011 Industrial Design Awards, which is still open. The fair spread over an area of 100 thousand square meters, and brought together manufacturers, exporters, importers as well as distributors, chain stores, wholesalers and retailers involved in the houseware and kitchen appliances industry. Züchex was visited by 27.966 professional buyers, with 2.953 of them coming from 90 different countries, most of which were from Iran, Syria, Egypt, Germany and Jordan.

#### www.zuchex.com



#### Built-in kitchen appliances sector is growing with building industry

Turkish built-in appliances sector is welcoming high sales with the developments in the building industry. Since the built-in method is not as popular in Turkey as it is around the world, newly built prestigious luxury residences are this sector's number one helpers. All Turkish builders are pointing to one thing; built-in kitchen appliances have grown to 18% of marketshare expected to reach higher numbers depending on the fact that Turkish customers' likes and needs change in short periods of time and they want more modern looking and eco-friendly appliances in their new houses.



#### Modern kitchens in 2012

Contemporary kitchen interiors are more equipped with hi-tech appliances than ever before. The role of kitchens changed and it's not only a place for cooking today. Modern kitchens reflect contemporary and busy lifestyle. These stylish and also functional kitchen interiors are designed for working people. Storage space is a key element in the modern kitchen. That's why contemporary kitchen designs must have large and practical storage with space orginizers, light weight doors. The modern necessity for a constant computer access and ongoing ertertainment define and shape modern kitchens.



Having 100% cast iron cooking surface and excellent performance for meat, poultry, fish and vegatables. Real grill taste at 250 °C without hassle of woodfire.

Mangalet

# Various solutions for professional kitchens

#### WHEN IT COMES TO FOOD SECTOR, PRODUCTS WHICH WILL ENSURE THE EMPLOYEES' COMFORT AND

SAFETY DISTINGUISH. THE INDUSTRIAL KITCHEN PRODUCTS THAT WE CHOOSE FROM SEVERAL AREAS WILL

MAXIMIZE BOTH THE SATISFACTION OF EMPLOYEES IN THIS SECTOR AND THE CUSTOMER SATISFACTION.



#### Ideal for big restaurants

Alkan Züccaciye's (Alkan Glassware) double-layer service product will decorate the open buffets. The product which has a stylish view with its transparent design also makes it possible to see through inside when the cover is closed. Made of acrylic material, this product is ideal for preserving dry food such as bread or cake. The product has different sizes as well. *Alkan Züccaciye www. alkanzuc.com.tr* 

#### For fries

The body and panels of the double-basket deep fryer which is a product of Kayalar Endüstriyel Mutfak Sanayii (Kayalar Industrial Kitchen Trade) are made of stainless steel. Having 12+12 litres capacity, the product has a hanger mechanism for oil dripping. Kayalar double-basket deep fryer contains in itself a good deal of features like safety thermostat, oil drain cock and filtration system. Also, it creates space with the cabinet below. *Kayalar Endüstriyel Mutfak Sanayii* www.kayalarmutfak.com



#### LEADER FROM TURKEY FOR PLASTIC HOUSEHOLD

Bora Plastik will keep on to be one of the leaders of his own category with over then SOO different models of plastic kitchenware and household.





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BORA





#### Healthy cooking

Inoksan's convection ovens with different capacities of 6, 10, 20 and 40 trays eliminate carcinogenic gases during the cooking process and prevent them from spreading to the food. Protecting human health preeminently, İnoksan Convection Ovens have electrical and gassy models. While homogeneous cooking feature of the ovens enables cooking of high quality, the technology that stops working in case the furnace door is opened ensures the safety of cooks.

İnoksan www.inoksan.com.tr



#### Crunchy pizzas

Pizza services are accelerating. Maksan's double-decker pizza oven easily cooks 25 centimeter pizzas. It's possible to see if the pizza is cooked without opening the furnace door and to prevent the heat loss thanks to the windowed furnace door and interior lighting. Upper and lower blocks of the oven can work separately. The oven is designed to be used over the bench. The base of the firing section which is made of firebrick gives flavor to the pizzas. *Maksan Mutfak Sanayii (Maksan Kitchen Industry)* 

#### After meal

Suitable for all kinds of open buffet, restaurant, cafeteria and office Ekber tea maker keeps the temperature of the water and the tea. The product which has different sizes is electrically operated and preserves the tea and the steep in separate divisions.

Ekber www.ekber.com



- Extra kalın (5.00 mm) aluminyum gövde
- Isıya dayanıklı renkli PTFE kaplı dış yüzey
- Sağlıklı ve uzun ömürlü yapışmaz iç yüzey
- Estetik kaydırmaz kulplar ve cam kapak









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# "Our aim is to increase our customers' standard of living"

#### WE SPOKE TO BEKO'S BRAND MANAGER

CENK TÜTER ABOUT THE COMPANY, IT'S

FUTURE AND THE NEW PRODUCTS.

# 1

#### How long have you been active in the sector? Will you please give us a brief introduction on your company?

Arcelik A.S. is a firm engaged in the durable consumption and consumer electronics market for the last 55 years with around 19.000 employees in 11 production facilities located in four countries and a wide global network of sales and marketing operations. The international brand of Arcelik A.Ş. is Beko and it's currently the third biggest domestic appliances brand in Europe. Enjoying the second place in the Turkish market, Beko is steadily growing in the global arena since 1990. Beko is a brand that provides for all the needs of different communities, cultures and lifestyles; making daily life much easier and increasing the standard of living with clever solutions. Thanks to this brand philosophy, millions of Beko products designed in line with this mission are being used in millions of homes worldwide and it is earning more consumers every day.



What kind of products do you have in line? Will you please highlight your product range? The Beko brand produces solo and

built-in domestic appliances, consumer electronics, small house appliances, heating and air conditioning systems.



#### What is your decision process in the production of a product? What stages are needed prior to the production? What are your priorities in the production process?

Before presenting a product to the consumers we determine what kind

of products are in demand within the developing technological innovations. After that, we analyze the results of the market researches in order to specify the products that the consumers really desire. And we produce those that will steer the market in line with the current trends. We start the production process after we conclude all the tests needed to ensure that the product complies with the international production quality standards.



## Do you have R&D works prior to production?

As the patent champion of Turkey, Arcelik A.S. has a R&D experience of 20 years and has an R&D team of more 800 people. Developing products with its own technology, without using any product licenses, Arçelik A.Ş. has so far introduced numerous innovations to the market. With the innovative and eco-friendly products we have developed, we remained a brand that always makes a difference within the market. With our R&D, technology and product development processes, our aim has always been the same: "Increasing our customers' standard of living". Within this framework we have secured most of our inventions with patents. We have introduced the world with our record breaking eco-friendly products like the low-energy refrigerator, washing machine, dishwasher, oven and drying machine, as well as the low water consumption dishwasher.

**Do you have a specific designer for your products?** The design process is conducted with a team of local and international designers. One of the most important aspects of the design process is to make sure the product is in harmony with the brand identity and all the principles we represent. It also has to suit the structure of the target market. We also make sure that the developed product is fully beneficial to the consumer. "We are proud to be a firm that sets the innovations, not follow them."

# What makes your products so special and distinctive from your competitors? Do you have any award winning products to this day?

We are a widely followed brand both in Turkey and abroad, with our consumer friendly and high quality product range,

our sales applications and our after-sales service organization. So far we always came up with solutions combining functional design and efficiency. The main aspects of these solutions are energy, water and time consumption. These innovative designs and our eco-friendly technologies have been rewarded with many awards by leading global institutions. Energy Saving Trust, Stiftung Warentest (StiWa), Plus X, iF Design and Red Dot Design are only a few of those awards. We also regularly appear among the best domestic appliance brands set by respected European consumer magazines.



Which fairs do you participate? Do you have any specific product which you consider as forefront?

We attend various fairs both in Turkey and abroad. The leading international fairs are the IFA and Living Kitchen.

In Turkey, we attend the Sodex, Muder and Yapı fairs. Our most popular products are those that lead the energy consumption segment and the trendsetting, innovative designs.



What are your countries of export? As Arçelik A.Ş. we export Beko branded products and services to 115 countries.





#### What are your goals for 2012? How was your growth rate compared to last year? We will continue to develop new, consumer-oriented products while

developing our products and our production methods in terms of technology and efficiency. Thus, we hope to increase our market share in all the countries we export to. We also want to strengthen positions in the countries where we already lead. Compared to last year we can say that we achieved a growth rate above the general growth rate of the market.

#### How are you affected by the leading trends in important international fairs? Are there any examples of global trends in your 2011 production? When you look at the fairs you will

see that the most striking products are those that feature energy efficient technologies with clever solutions. In other words, products that makes life easier for the consumer. Thanks to our strong R&D activities, we are proud to be a firm that sets the innovations, not follow them. We will continue to develop the lowest energy consuming, lowest water consuming and the most silent products available and maintain our leading position. We are also proud of the consumer interest and appreciation our products earn thanks to all the success we achieve in these goals.

# Latest kitchen favorites

THESE BEAUTIES ARE ALL CENTERS OF ATTRACTION WITH THEIR COMPACT SIZES, STRIKING DESIGNS AND EFFICIENT FUNCTIONALITY.

#### Juicer - inox

This stain-free product - thanks to its lnox design strikes out with its 75 mm, wide feeder enabling fruits like apples to be juiced as a whole. The removable pulp compartment enables ease of use. Easily removable components makes cleaning much easier too. Not to mention the secure locking system and the filter cleaning brush.

## Kitchen scale

This product, which can weigh all cooking ingredients up to three kilograms, strikes out most with its counterweight function. This function enables the user to decrease the measurement of the weighed ingredients. The scale weight both solid and liquid ingredients and emerges as one of the main cooking aids for all types of kitchens.



# Toaster & grill

A hygienic and functional product with Teflon covered removable and patterned aluminum cooking plates. This product which can be used both as a toaster and a grill, features three different heat levels and a striking class surface.

## Bread maker

Double chambered design enabling baking two breads with different ingredients. 11 different programs, double glazed window for monitoring and much more. Beko's bread maker is highly functional with its 60-minute warm-keeping function and resume function in case of a power failure.





## Turkish coffee maker

This product, which can cook three cups of Turkish coffee at one go, is a true consumer pleaser with its illuminated cooking compartment and the audiovisual warning system.

# "We have always acted with prioritizing human health principal"

#### MR. BURHAN KONUŞ, GENERAL MANAGER OF BORA

PLASTIK GAVE AN INSIGHT OF COMPANY'S PAS

PROGRESS AND FUTURE TARGETS.





How long have you been active in the sector? Will you please give us a brief introduction on your company? Bora Plastik is active in plastic household equipment sector since 1963. With an annual capacity of 6.000, we are producing over 500 household equipment in our 14.500 square meter facility in Istanbul. With a wide range of plastic kitchenware and household appliances, our company also produces food storage boxes and supply equipment, which are consistent with food contact. With its dynamic structure and swift production and shipment capability, our company has a leading position in its sector.

#### What kind of products do you have in line? Would you please highlight your product range?

We have a wide range of products in our plant, such as household appliances, industrial garbage bins, hotel and restaurant supply equipment. In this sense, Bora Plastik is a highly demanded brand both locally and abroad in the production of food storage boxes. With the recent addition to our production of food supply products with gastronomical standards, we have expanded our portfolio and increased our competitiveness abroad. We have also increased our product variety in industrial garbage bins, thus meeting different demands.

B What sta production the production All production

# What stages are needed prior to the production? What are your priorities in the production process?

All product design is accomplished in house. And we take customer demands and market trends into consideration in this process. Then we make 3D versions of these designs and run long term usage controls. Injection molding follows this stage and run design applications when necessary. At the same time we run tests in order to endorse the sanitary state of our products. In this regard we work with globally approved laboratories.



"As Bora Plastik, we have always been the leader in breaking grounds in our local market. Our priority has always been the human health."

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# Do you have R&D works prior to production?

Depending on conditions of use, we run product tests prior to mass production and conduct all necessary amendments and improvements. We never give sales approval before concluding these processes. As we base all our systems on 100 percent customer satisfaction, customer feedbacks regarding product quality are promptly solved.

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## Do you have a specific designer for your products?

Customer demands play an important role in our design phase. As we jointly make our decisions prior to production phase with them, we never needed a designer so far.

What makes your products so special and distinctive from your competitors?

As Bora Plastik, we have always been the leader in breaking grounds in our local market. Our priority has always been the human health. Therefore we have always used high quality raw material and paint. Customer rightness and customer satisfaction has always been the company principal in Bora Plastik.

> Which fairs do you participate? Do you have any specific product which you consider as forefront? We participate annually in Ambiente and

Hong Kong Houseware fairs, as these are important events in our sector. We also participate regularly in Züchex fair organized in Turkey. This year we mainly put emphasis on our Gastronomy series. Despite their being very new in the market, we are facing difficulty in meeting the demands due to

the high interest.

What are your countries of export? France, England, Holland, Croatia, Bulgaria, Greece, Russia, Egypt, Iran, Iraq and Jordan are among our main export countries.



# What are your goals for 2012? What is your aim for the next five year period?

Our goal is to be a brand renown worldwide. All our studies are aimed to this goal. We are increasing our product variety constantly and we

are entering new markets. The increase in our export markets is giving us energy in reaching our goals.

How are you affected by the leading trends in important international fairs? Participating in leading fairs, we closely keep track of the developments and trends in our sector. As regards to developing trends, implementing modern trends in plastic household appliances and presenting to our customers is among our targets.

# Your health is secured

PRODUCTS WITH FIRST CLASS RAW MATERIAL AND PAINT AND IN DIFFERENT DESIGN OPTIONS, FORMS AND DIMENSIONS WILL FULFILL YOUR NEEDS FOR YEARS TO COME.

## Cake storage lanthorn

Produced aptly with 100 percent food hygiene, this product is made of polycarbonate material and with its chrome plated metal handle, transparent and stylish design, it is an indispensable item for your kitchen. This product is non-breakable and can be used for years and with its different sizes and forms (square, rectangular and circular), could be adapted to every kitchen and pleasure. It can also be washed in the dishwasher.



# **Garbage** bin with foot pedal

Garbage bins designed with internal mold labeling (IML) technology and suitable both for home and office use draw general interest. First class raw material and paint is used in this product and it is used for a long period due to its highly durable pedal mechanism. Comes with three different design options and removable bucket, the bin is fully hygienic.

## Hitbox storage container

Transparent polypropylene material is used in this product and with feisty designs, while giving color to your kitchen, with its lock mechanism it safely keeps food for long time. The product has a volume variety between 1 and 120 liters and keeps goods such as toys, books and office equipment from external factors.



## Hobby basket

With its modern lines and feisty colors, this product is aptly produced with 100 percent food hygiene plastic material. It can be used both at home and at office and it is suitable for desktop usage as an organizer and comes in 4 different sizes. Its interior has a sand design and a smooth exterior surface. This product is one of highly demanded products of the company...



## **Bread bin**

Produced aptly with 100 percent food hygiene, totally healthy raw material and paint is used in this product. In order to fit kitchens with different colors, this bread bin has 10 different color options.

# "We are one of the firsts as regards to quality Turkish product in the sector"

#### MR. MURAT ÖZYURT, EXPORT MANAGER OF SAVAŞAN

EMAYE GAVE AN INSIGHT OF COMPANY'S PAST

PROGRESS AND FUTURE TARGETS.



# How long have you been active in the sector? Will you please give us a brief introduction on your company?

As Savaşan Emaye and Soba Sanayi Tic. Ltd. Sti., we have been active in manufacturing sector since 1972. We initially started with the production of solid fuel stoves. We have reached an annual production capacity of 60.000 solid fuel stoves as of today. In order to meet the increasing production volume, we established our glazing facility in 1988 and initiated our activities in glazed kitchen appliances sector the same year. Savaşan Emaye became a demanded brand in Glazed Kitchen Appliances Sector in Turkey by 1997 and we initiated our first export the same year. Since then we have increased the number of our export countries to 45.



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#### What kind of products do you have in line? What is your plants' annual production capacity?

Our products are in 3 main categories:

**Glazed Kettle:** our carbon steel product with glazed exterior and interior.

Glazed Teflon Kettle: this category consists of our carbon steel products with glazed exterior and interior, and thereafter plated with three layers of Greblon nonstick layover. Aluminum Glazed Teflon Kettle: kettles

produced from 3.2 mm thick aluminum, exteriors glazed and interiors plated with three layers of Greblon nonstick material. Our production capacity last year reached to 4 million.



# What is your decision process in the production of a product? What are your internationally acknowledged standard certifications?

Our production in general is in line with customer demands. As longs as we receive affirmative report from our laboratory we meet these demands. We produce all kinds of products as longs as we do not have shortage in production units and by-product – raw product procurement. We initially reject the order if there is shortage in products from supply industry. All our products are manufactured with ISO 9001:2008 quality assurance.



#### How long have you been active in the sector? Will you please give us a brief introduction on your company?

Today those companies without R&D work can hardly stay in business. We give utmost importance to R&D. Within the scope of these works make in depth analysis of our products. In manufacturing a kettle, great importance is given to parameters such as product life, surface durability, surface colorfastness, resistance of the nonstick overlay and easy maintenance. Excellence is our basic principal. A considerable portion of our budget is reserved for R&D and in order to produce better products, it is transferred to new technologies and our plant. You have to adapt your plant to new technologies in order to be permanent in business. We will be creating and reserving resources for R&D until we reach our level of excellence.

We have ncreased he number of our export countries to



Do you have a specific designer for your products? If you have one, what is your systematic?

We have our own in-house designer. Following the brief on the project, we leave our designer free in his works, with only necessary interventions. So far we have always achieved positive results.

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#### What makes your products so special and distinctive from your competitors? Companies with high production

volumes and a certain level in quality, such as us have consistency in the products in general. But we have always kept a higher level of quality. And we became famous in the sector by being a Quality Turkish Product. Hence we always worked with long established companies. They know the name of Savaşan Emaye is identified with quality and we always get attention.

> Which fairs do you participate? Do you have any specific product which you consider as forefront? Which one of your products an importer must buy and why?

Last year we introduced our Aluminum Glazed series in Ambiente Fair in Germany. And we will be introducing our aluminum P.T.F.E. series in this year's fair. This product is both new and reflects the latest trends closely, thus attracted a great deal of attention. Products quality, reassurance and a high price/ performance ratio is essential for importers. And an amicable trade is also very important. Keeping all these concepts within our priorities increased our exports to 45 foreign markets. What countries do you export to? Our products can be found both domestically and abroad in stores and supermarkets' kitchenware and household goods sections. We export

to 65 countries in Europe, Africa, Central Asia, the Middle East, the Far East, Australia, North America and South America.

#### What are your goals for 2012? What is your aim for the next five year period? Unless there are no fluctuations in

global and Turkish economy, we will continue our plant investment in 2012. Last year we strengthened our plant with new products. But this year we focused on product development and worked on productivity. As a result of this we revised our costs and we also developed suitable conditions for importers without compromising our quality. Our plant is established on an 18.000 square meters indoor space. Within the next five years we plan to expand this to 30.000 square meters and increase our work force, thus increase our production capacity.

#### How are you affected by the leading trends in important international fairs? Are there any examples of global trends in your 2011 production?

Needless to say, we closely monitor the global trends and these trends open our vision, but the truth is we want to specify the trends ourselves. This is the primary reason of our R&D works. In the meantime, while creating these trends, we cannot alienate ourselves from global trends. For instance, if purple is the trend this year, we include this color in our product range. We do not wish to deprive our customers from such trends.

# Quality at kitchen: **Savaşan Emaye**

WITH ITS WORKMANSHIP, QUALITY OF MATERIAL, HIGH PRICE/PERFORMANCE RATIO, SAVAŞAN EMAYE IS A CONTINUOUS RISING STAR IN KITCHEN SECTOR.

## Savaşan Emaye<sup>®</sup> saucepan

Despite being an economical product, contrary to its Far Eastern peers (0.50 mm and below sheet thickness) 0.70 mm and above tin is used in its production. This makes the saucepan one of the most demanded products. The product unparalleled with its feisty color and designs and smooth surfaces has hollow handles in order to keep the heat for extended period.

# **Grandeur** aluminum glazed saucepan set

With their striking decors, saucepans with glazed outer surfaces introduced a year ago still are the most demanded products. This product is introduced with two different lid options, pinewood and chrome, and due to the German certified Greblon Stonehenge nonstick internal overlay's bimodal technology, it does not threat health.



# Grandeur luxury glazed food container

With its antibacterial (SAN – Styrene AcryloNitrile) lid, the Grandeur luxury glazed food container keeps food healthy. Its thick body (1mm) you can heat food on oven and with its different volumes, it provides a wide usage area.

## **Grandeur** aluminum P.T.F.E saucepan

Saucepans with Teflon outer surface are introduced with bronze, purple and maroon color options. The saucepan has glass and chrome lid options and with its 3.2 mm thickness, it is one of the challenging products in this category.





# Waybe ideal saucepan set

Waybe set, specially produced to meet importers' demands in the best possible manner stands out with its high material quality as compared to its price. With its 1.5mm steel (tin) casing, its product weight separates Waybe from its peers and the quality is felt as you pick it.

# LATEST NEWS FROM KITCHENWARE SECTOR



#### **BITE** SIZE

Santa Chopper is a small appliance from Sarex, which offers ease of use thanks to its holder and non-slip band. Santa Chopper chops fruit into whichever size required in seconds and has measurement units on its container to arrange the required amount. Thiere is no kitchen that does not need Santa Chopper, which comes in various colors. *Sarex www.sarex.net* 

#### ORDERLY BREAKFAST SETS

Kavsan's breakfast service sets bring orders to tables. The service platter with four sections allows for serving different breakfast foods on the same plate, but independently. White china plates on a wooden plate are completed with a transparent lid that keeps the food fresh. *Kavsan www.kavsan.com* 



#### **ELEGANT** KITCHENS

Thanks to its elegant design, Adell Hena spiral kitchen faucet is preferred by many. The height of the faucet – the spiral structure of which allows it to move- is 440cm. Adell Hena can be used with high pressure water flow and offers great ease of use in the kitchen. *Adell www.adell.com.tr* 



#### NOBLE TOUCH

Thanks to its Oleophobic nano coating, the inner side of the glass lid of this Beko oven resists dirt and allows for easy cleaning. The oleophobic technology enables easy cleaning with a gentle cleanser after 20 uses and the lid glass maintains its shine for years. *Beko www.beko.com.tr* 



#### **PRACTICALITY** ON WHEELS

Akyüz Plastic's plastic boxes in a variety of sizes meets a variety of different demands. The boxes are designed to store kitchen supplies as well as bulky home goods, and thanks to their wheels, they are portable. The plastic boxes do not contain PDA and protect human health. They can be stored on top of each other, thus bringing order to narrow spaces and saving space. *Akyüz www.akyuz.com.tr* 

#### TURKISH STYLE TEA

Traditional Turkish tea glasses maximise the pleasure derived from tea. Hisar's clear teaglasses offer a pleasant view of the tea and their small sizes allow for an unparalleled experience before tea gets cold. Hisar's ultramodern Tearend tea set also attracts attention with its design-wonder tea spoons. *Hisar www.hisar.com.tr* 



#### **GONE** WITH THE WIND

Ceramic producer Keramika visits tables with its Wind series plates. Preferred by those bored with ordinary china sets, Keramika's Wind series adds a new perspective to tablescaping both with its color and the design that connotes wind. The wind series offers alternative sizes. *Keramika www.keramika.com.tr* 

#### FOREVER TASTY SPONGE CAKES

Glassware manufacturer Paşabahçe's cake platter attracts attention with its classic look. This wooden platter with a glass dome lid is suitable for chic kitchens and

brunches alike. The transparent lid shows what's inside and fits perfectly on the wooden platter, keeping food fresh and healthy. *Paşabahçe www.pasabahce.com* 





#### DORE CHIC

SNT's dore patterned plate set is ornating tables. With its square design, the set is the correct choice for those who are looking for something different. Other than dore, the set sports orange, lilac and green, and is manufactured with health-friendly porcelain. *SNT www.sntstoneware.com* 

#### HEALTHY MEALS

With its 100 percent aluminum grill, Korkmaz Mangalet distributes heat homogeniously, maintains heat for a long time and thus offers a real grill experience. Korkmaz Mangalet works with electricity but it's possible to take the cord off and use it as a grill. Its removable resistances are diswasher washable. Mangalet is the choice for delicious meat and fish dishes cooked pretty quickly. *Korkmaz www.korkmaz.com.tr* 



#### FOR OLIVE OIL

Renga's olive oil bottle makes a great impression with its body designed of glass, which is undoubtedly the healthiest material to store food. The bottle can divide oil into smaller amounts for ease of use and offers a clean use without any dripping. In addition the handgrip prevents slipping. Enga bottle is suitable both for kitchens and tables. *Renga www.mercanlarkitchen.com* 



#### **OVAL DESIGN PANS**

With their extraordinary designs, Enart's oval pans bring a new life to kitchens. These pans have 38cm and 42cm alternatives, with non-stick inner surfaces. Enart oval pans come in a variety of colors that would match every kitchen. *Enart www.enartco.com* 



#### THESE PANS DO NOT WEAR OUT

Avşar Emaye's Porsteel pans are processed three times at 850°C. Therefore, the enamelled coating on the outer service never loses its brightness. The honeycomb texture of the inner surface makes the pan non-stick while the Easy to Clean china coating keeps both bacteria and detergent accumulation away. *Avsar Enamel www.avsar.com* 



#### TO SAVE TIME

Korkmaz Flatline pressure cooker does not only reduce cooking time fifty percent, it also adds a visual appeal to kitchens with its minimal design. The cooker has three different safety systems and its vapour power cooks healthy meals. Korkmaz Flatline has a capacity of 5.5 litres, and an ergonomic lid that can be opened and closed with a single hand. *Korkmaz www.korkmaz.com.tr* 



#### FOR NOBLE TABLES

The establed cutlery manufacturer Nehir projects a certain air of taste with the Diamond series. Manufactured with steel Nehir Diamond series consists of 89 pieces in a wooden case. The set is washable in the dishwasher as long as sensitive programmes are chosen. *Nehir www.nehir.com.tr* 



# **CHIC GLASSES** FOR A VARIETY OF PURPOSES

Chic glasses for a variety of purposes Gürallar ArtCraft Mario series offers practical alternatives for serving cocktails and bevegares. The glasses attract attention with their modern design and become a must for chic tables and spaces. *Gürallar ArtCraft www.artcraft.com.tr*  MARKET



#### **ALUMINIUM** COOKING PRODUCTS

The GMT Metal aluminium pans produced using the Forged and Curtain coating technique are available in non-stick, ceramic or enamelled materials. These products suitable for both home and hotel kitchens have customizable outer coating too. *GMT Metal www.be-mus.eu* 

#### HEALTHY STORAGE DISHES

Rositell's storage dishes come in many sizes, all airtight and impermeable. The transparent design allows the contents to be seen comfortably. Rositell storage dishes fit into each other and save a lot of space when not in use. They are made of 100% recyclable materials. *Rositell www.rositell.com* 



#### FRESH ORANGE JUICE IS JUST A BUTTON AWAY!

It is now super easy to have fresh orange juice at restaurants, cafeterias, student dormitories etc. Can Can automated orange juicers feed, cut and squeeze citrus with just one button. The equipment also meets hygiene and safety requirements – with all its parts washable in the dishwasher. All parts meet food standards. *Can Can Meyve Presleri www.cancan.com.tr* 

#### ORDERLY INDOOR SPACES

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2012 march 10-13 chicago · usa

# 10-13 MARCH 2012 CHICAGO

Hong Kong Houseware Fair 香港家庭用品展

# 20-23 APRIL 2012 Hong Kong



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