

turkish kitchen

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In This Issue
117 Products

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Gamze Guven

Ebru Cerezci

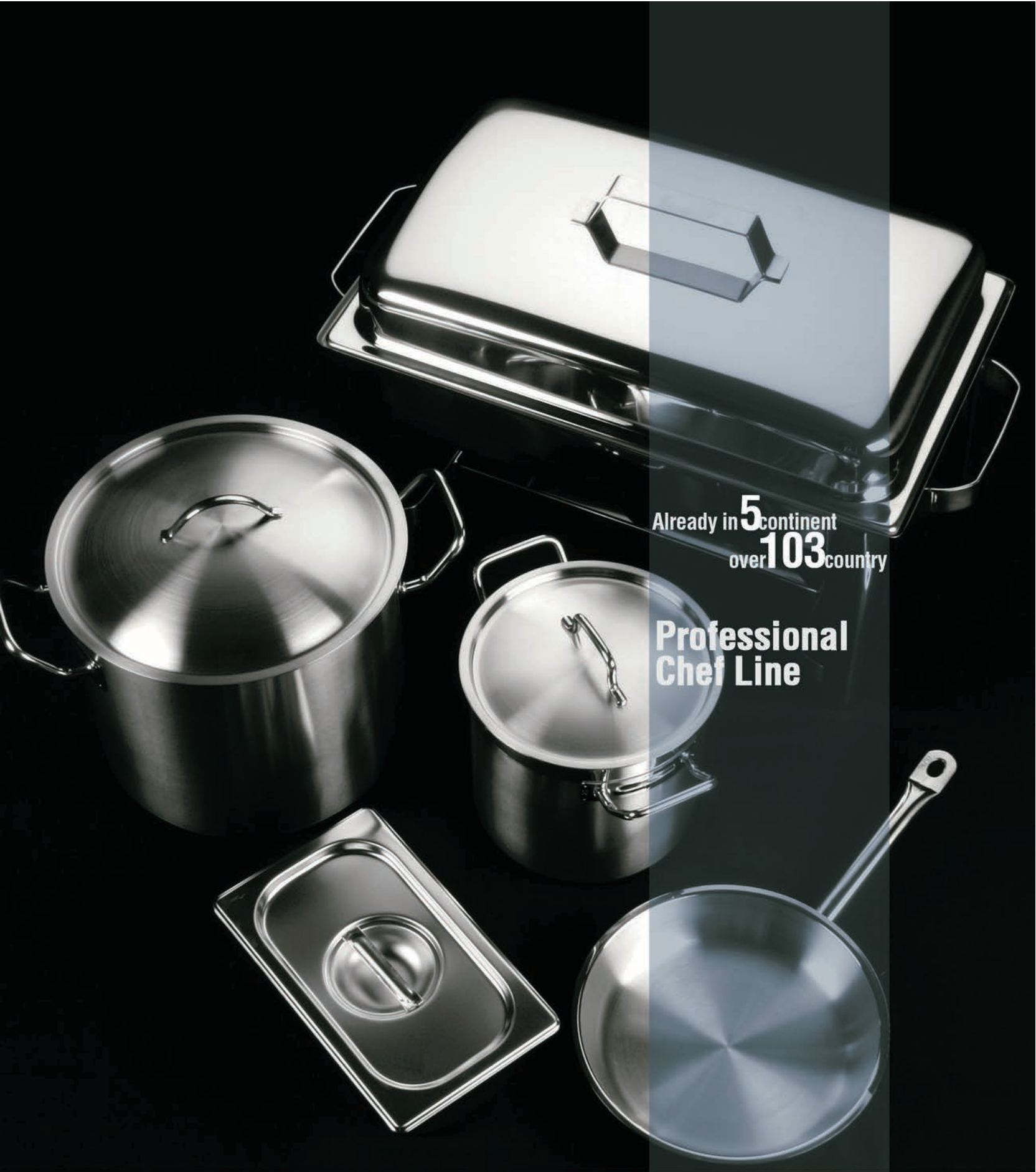
New trends

for the kitchen

IH&HS Interview

Perry Reynolds

STYLE
TEA TIME



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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**

We are proudly continuing to keep an eye on the kitchen and housewares industry, and report all the sectoral goings on and the local and international developments. Our publication gets richer every day thanks to the positive developments in the kitchen industry and the global developments in innovation. We are sharing all the latest global trends, newest products, interesting ideas and solutions related to the world of the kitchen, technological innovations and incredibly designed housewares through KitchenWare on all fair seasons. Of course we also feature all the events we take part in as IMMIB. For instance, the "AMBIENTE – InternationaleFrankfurterMesse" which we took part in February, has enabled us to interact with trend setting brands from all around the world and gave us the perfect chance to introduce our best assets. The national participation organization by IMMIB has welcomed 63 companies who exposed themselves to around 150.000 visitors and buyers. Home to numerous surprises, the Ambiente Fair concluded amidst a great deal of excitement.

IMMIB AT THE INTERNATIONAL HOME & HOUSEWARES SHOW

Now it's time for the "International Home & Housewares Show" taking place at Chicago, USA. The fair aims to introduce the emerging global trends, latest products and a specific lifestyle under the same roof. With 2000 visitors from 35 countries, the "International Home & Housewares Show" will host around 60.000 professional participants. The fair which is to take place in Chicago on 10-13 March, will showcase seasonal products, kitchen appliances, housewares, decorative products, tableware and eco-friendly, energy efficient products.

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Picnic time!

Once a favorite pastime of all, picnic is once again popular in times when we're increasingly craving for nature. So what do we need to bring along on a picnic trip?

IN ORDER TO CARRY FOOD AS SAFE AND FRESH AS POSSIBLE, YOU HAVE TO HAVE TRUSTWORTHY STORAGE BOXES AND JARS. THESE BOXES ARE BOTH HYGENIC AND EASY TO CLEAN BUT THEY ARE ALSO CHIC. HERE ARE SOME RECOMMENDATIONS FOR YOUR SPRING PICNICS. THESE ARE GOING TO LOOK SO GOOD IN YOUR PICNIC BASKET!

1 Three different sizes Akay Storage Boxes

This is a must for all picnic organizations. All foods are prepared and stored in these plastic boxes and are easily carried to the picnic ground. Akay Plastik's storage boxes are thus a great help if you're planning a picnic. These stackable boxes in three different sizes keep foods fresh, maintaining their nutritional value.

Akay Plastik www.akayplastik.com.tr

2 Fresh Cakes Solmazer Cake Fanus

Nothing beats home baked cakes, pastries and pies. However how do we keep their freshness for a couple of more days? The Cake Fanus by Solmazer keeps your cake fresh while adding vibrance to the kitchen with its colorful design. This Herevin brand cake fanus is ideal not only for the home but also for carrying them safely from one place to another. So, it's definitely perfect for a picnic! Solmazer www.solmazer.com

3 Presentation is everything Solmazer Plastic Tray

If you think there's no need for a tray at a picnic then you're wrong! Presentation is always important. This is a brand new design from Solmazer's plastic range. Its special design keeps the cups and foods you carry from sliding. With spacious handling voids, the tray prevents unforeseen domestic accidents too. Its dark green is also one of the hippest colors of the season! Solmazer www.solmazer.com

4 Lunch time Lux Plastic Lunch Box

This is an ideal food storage for those who would like to consume healthy food during lunch boxes, providing you a safe environment for sandwiches, desserts, fruits and drinks. With its pink color and easy-to-open lids, it will definitely be the first choice of all women.

Lux Plastic www.luxplastic.com

TOUCH YOUR DREAM...



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www.icf.com.tr



ICF is a Turkish producer offering aesthetics, durable, good quality, innovative and functionality on "*kitchen appliances*".



Non-stick dream

The days of fussing over food sticking on pans is now way back in history. Teflon pans in all sizes suitable for all kinds of cooking is making things much easier at the kitchen.

TEFLON PANS WHICH MAKE COOKING ALL SORTS OF FOOD MUCH EASIER THAN EVER ARE ALSO SUITABLE FOR PREPARING LOW CALORIE FOODS THANKS TO THEIR NON-STICK PROPERTIES. THE TEFLON PANS THAT ENABLE COOKING WITHOUT OIL MAKE PEOPLE SAVE BOTH FROM CALORIES AND THE TIME SPENT FOR WASHING UP. IT IS THEREFORE NO WONDER THAT THESE PANS ARE SO MUCH IN DEMAND!

1 Degraded
Papilla's Side series produced using the Foged coating technique has non-stick inner surface. The Side pans with degraded outer coating featuring a reducing color tone are truly striking. *AL-Co* www.alcocookware.com

2 The anti-bacterial pans
The products within the Induction series by Efem Mutfak are produced using non-stick white material. The scratch resistant inner surface is combined with a heat resistant silicone outer surface. The anti-bacterial frameless cast glass tops complement these pans. *Efem Mutfak* www.efemmutfak.com

3 Eco friendly
This non-stick pan by Cem Bialetti is also scratch resistant. The Cem Bialetti Zencefil series saves a lot on energy with its homogenous heat distribution system, and is also long lasting with its durable iridium outer surface. *Cem Bialetti* www.cembialetti.com

4 Pomegranate flower pans
This set of pomegranate flower teflon pans produced by Casa si are covered with high quality polish. The bases of the pans which feature pyrex glass tops are designed higher than usual. The set consists of five pans for various purposes. *Casasi* www.casasi.com.tr

5 Calm blue
The Mehtap Prestij Ekstra series with durable teflon inner coating has an easy to clean, heat resistant outer surface painted with porcelain enamel. The bakelite handles and caps have shiny chrome inserts. The Prestij Ekstra Series consists of five pieces. *Mehtap* www.mehtap.com.tr





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Home Appliances



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TARMAN
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Pack Lunch

The importance of nutrition for a healthy living is becoming apparent for more and more people each day. Those who cannot pay close attention to what they are eating in their busy work life are now preparing their lunches at home. This way they can be sure that their food is healthy and hygienic.



Two dishes in a single container

This container by Akyüz Plastik enabling you to carry two different kinds of food in a single container stops any possible leakage with its special locking system. The product which is quite practical for lunches is 10x14 cm in dimensions and a single compartment is 5x2.5 cm in dimension. *Akyüz Plastik* www.akyuz.com.tr



Just for salads

This special storage container enables freshly washed food to dry, keeping them away from water with the strainer below. This product by Gondol Plastik has a volume of 1 liters and provides prolonged storage with its special vacuum lid. *Gondol Plastik* www.gondolplastic.com



Food for two

The multi compartment product by Bora Plastik enables a feast for two at lunchtime. The tray over the large lower compartment features six more sections of various sizes. The upper compartments are suitable for cutlery and dry food. The food stored in the lower and the upper compartments of this product do not leak into each other. Also suitable for picnics, the product provides an ease of use with its special handle. *Bora Plastik* www.boraplastik.com.tr



Round containers

The round storage containers by Dünya Plastik are sold in sets of five. The product which has various color options, is nestable and thus saves a lot from storage space. The smallest of the containers is 0,7 litres while the largest has a capacity of 4,3 litres. It also provides prolonged storage with its special vacuum lids. *Dünya Plastik* www.dunyaplastik.com

IT IS NOW A WELL KNOWN FACT THAT CONSUMING HEALTHY AND HYGIENIC FOOD IS GOOD NOT ONLY FOR WEIGHT CONTROL, BUT ALSO IS THE MOST EFFICIENT WEAPON AGAINST DISEASES. THESE PRACTICAL CONTAINERS ARE OF GREAT HELP TO THOSE WHO CANNOT PAY ATTENTION TO HEALTHY EATING IN THEIR BUSY WORK LIFE. THESE CONTAINERS WHICH SERVE ALL SORTS OF NEEDS WITH THEIR DIFFERENT SIZES, ARE ALSO HIGHLY PREFERRED DUE TO THEIR EASY CLEANING PROPERTIES. THEY ARE LEAK FREE TOO.

Date adjustment

With Üçsan Plastik's containers in various sizes and colors, no food will ever make it to the garbage bin anymore. The date apparatus on its lid shows the date the food was stored in the container, enabling you to remember exactly when you put the food in the fridge. The three-piece nestable set also saves from storage space.

Üçsan Plastik www.ucsan.com.tr

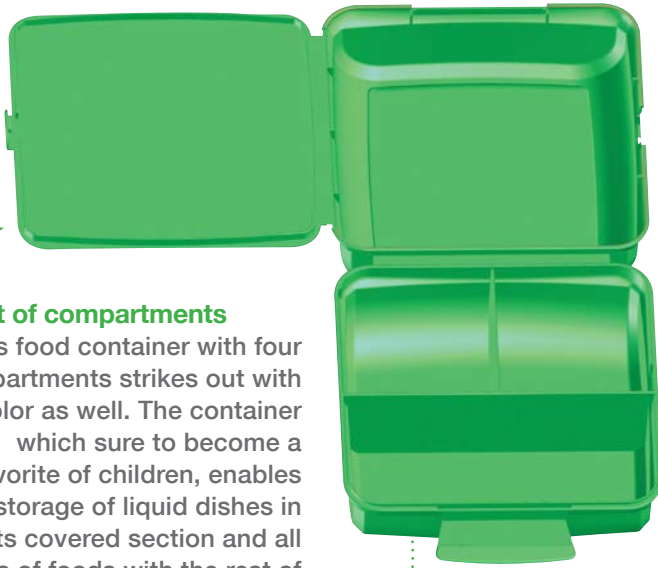


Vacuumed freshness

The Mlock vacuum container by Moonstar, sucks out the air inside with its special lid and pump. Thus, foods stay fresh for much longer in a healthy environment. The Mlock series which store food for longer period of time is also ideal for long road trips. Alp Plastik www.moonstar.com.tr

Comfort of compartments

This food container with four compartments strikes out with its color as well. The container which sure to become a favorite of children, enables storage of liquid dishes in its covered section and all sorts of foods with the rest of the compartments. With this product enabling storage and transportation of four different kinds of food in a single container, lunches are no longer a burden. Lux Plastik www.luxplastik.com



Dinner pail nostalgia

The stainless steel dinner pail by Ekber has 3 compartments. The 20cmx10cm compartments have a truly nostalgic look. The dinner pail which enables a safe transportation of food is also useful for heating thanks to its heat resistant material, and thus eliminating the use of extra pots and pans.

Ekber www.ekber.com





Feminine touches

Women are the real owners of kitchens, which is probably why most kitchen products boast feminine designs. Here are some of those we selected for you.



THERE IS A WAY TO MAKE HOUSE WORK LESS BORING! IT IS THESE COLORFUL KITCHEN APPLIANCES. WHEN IT COMES TO SHOPPING FOR YOUR KITCHEN, SHINY COLORS ARE ALL THE RAGE THIS SEASON. REDS, GREENS AND PINKS LOOK GOOD ON BOTH WOMEN AND KITCHENS. PRINT DESIGNS ARE JUST AS FASHIONABLE. YOU HAVE TO AGREE, IT IS MUCH MORE FUN TO COOK USING THESE TOOLS.

1 Salad Feast Solmazer Salad Set

With products that fulfill all quality standards and culinary needs, Solmazer's wide range of products will surely answer all your needs. Adding vibrance to all table settings, these products are both healthy and colorful. The Solmazer Salad Set has everything you would need while preparing salads: a wide salad bowl, oil and vinegar bottles, grater, lemon squeezer and salt&pepper shakers. All truly complementing each other! Solmazer www.solmazer.com

2 Dance of the Ladybug Flora Carpet Cleaner

Products that turn housekeeping into a fun activity surely make life more easier. Çetin Plastik's Flora Ladybug Double Carpet Cleaner quickly sucks in all things scattered around. Thanks to its spacious compartment you don't need to empty it so often. It surely is your lucky charm for the house! Çetin Plastik www.flosoft.com.tr

3 Handmade Monna Glass Decorative Product

This 100% hand made decorative glass product is both an ideal gift option and an elegant addition to your home décor. The leaf shaped design adds a natural and environmentalist look. Enjoying a special place among Monna Glass's healthy and rich product range, this glass leaf is both aesthetic and functional as it can be used as an appetizer server too. Özcam Sanayi www.monnaglass.com

4 Pleasant times Güzeliş Porcelain Pot Set

The Eternity product range by Güzeliş Porcelain that combine aesthetics with high quality continue to grace the kitchens and cook great food. With its fully certified 135 different patterns, 9 different colors, 3 types of lids, 6 multifunctional handles and top designs, the Eternity range boasts 2.200 different products and adds a truly feminine touch to all kitchens. Güzeliş Porselen www.guzelis.com.tr



Masculine details

The products we use in our kitchens need to be functional while pleasing the eye. Here are some trendy, elegant and eye catching products...

IF YOU PREFER SHARP, EDGY AND MASCULINE DESIGNS IN THE KITCHEN THEN YOUR COLOR IS BLACK. THE HARMONY OF BLACK AND METAL COMPLETES A CHARISMATIC KITCHEN. BEHIND THE CHARM OF DARK COLORS, THE TECHNOLOGICAL EQUIPMENTS THAT COME IN THESE COLORS ARE THE REASONS WHY THEY ARE TRENDY.

1 Cuts, Dices, Whisks

Grundig Hand Blender Set

When it comes to cutting and dicing, men feel more at ease in the kitchen. For them, those moments in which technology is involved in culinary processes are truly precious. The Grundig Hand Blender Set makes life more easier with it 400 W power. With 2 power levels, the blender can easily be controlled with a single button. With its dicing and whisking functions, compartments of various sizes and stainless steel body, the product provides ease of use and masculine elegance with its tempting black design. Grundig www.grundig.com.tr

2 Excellent Coffee

Arzum Turkish Coffee Robot

Coffee is an indispensable part of Turkish culture so cooking the ideal coffee is very important. Arzum Mirra coffee machine makes this much easier with its 3-4 cup capacity, stainless steel body and lid, 360 degree rotation and cordless use, security system that prevents use without water and the foldable handle that eases carrying and storing. With this highly functional product, coffee will always be perfectly foamy and delicious. Arzum www.arzum.com.tr

3 Artistic Cutlery

Emsal Cutlery Set

One of the most popular products among Emsan's special table setting elements is the "Hasir Cutlery Set" which enhances the elegance of all table setting with its different design. Ideal for special occasions, the Hasir cutlery set strikes out with its elegant and noble design. With various products for breakfast and dinner settings, the Emsan Hasir cutlery set will surely suit all styles of table settings. The Emsan Hasir cutlery set consists of 91 pieces. Emsan www.emsan.com.tr

4 Boiling Point

Grundig Kettle

This kettle is a true kitchen aid with a truly eye catching ad original design. Its specifications are striking too: 1.7 liter capacity, 3000 Watt power, 360 degrees rotating base, light indicators, automatic shut down after boiling and removable filter. With this great kettle hot water will always be within reach. www.grundig.com.tr

Cosy mornings, Cosy breads

Toasters are musts for every kitchen and they continue to facilitate life. Having multiple alternatives of function and models suitable for every need, toasters prepare fresh and cosy breads in seconds.

TOASTERS THAT FULFILL DIFFERENT NEEDS WITH HORIZONTAL AND VERTICAL MODELS NOT ONLY JUST BROIL BREAD, BUT ALSO MAKE PRACTICAL TOASTS. THE NEED FOR THESE COMPACT DEVICES WHICH STEAL HEARTS WITH THE EASE OF USE BECOMES EFFICIENT AT EVERY HOUR OF THE DAY. EITHER ROYAL OR SIMPLE; TOASTERS ARE SURELY THE COMMON POINT IN EVERY KITCHEN.



1



2



3



4



5



6

1 Ruddy toasts

Arçelik Lal Series toaster has three different heat settings. The device can also be used as grill. Because they are removable, its aluminium plates can be cleaned easily. Besides it is stylish and attractive with its red color. *Arçelik www.arcelik.com.tr*

2 Compact design

Korkmaz's toaster which has a rather compact design possesses aluminium plates. This easily cleanable device impresses with its style. *Korkmaz www.korkmaz.com.tr*

3 Minimalist design

This quite minimalist toaster is a product of Beko. Having three different heat settings and nonstick plates, this toaster also has grill function. Lock pin makes it possible to put the toaster in vertical position. *Beko www.beko.com.tr*

4 Multifunctional

Jade toaster which is produced by King company is also a multifunctional grill. Having six heat settings the device can be opened 180 degrees. The toaster can cook meat and fish products in a short time. It can also be put in vertical position. *King www.king.com.tr*

5 Grill function

Blue House toaster can open 180 degrees and be used as grill. The device which can be adjusted to three different temperatures has removable plates so it can effortlessly be cleaned. This toaster which you can also put vertically makes difference with its color. *Blue House www.blue-house.com.tr*

6 A nostalgic approach

Mehtap Ladin toaster draws attention with its nostalgic appearance. Having heat-resistant handles and nonstick plates this device eliminates the risk of leaving open with its red and green lights. *Mehtap www.mehtap.com.tr*

Spice it up!

Spices are the indispensable ingredients of all dishes. Cruets which are the essential accessories of all table settings, come in a plethora of styles. These alluring cruets continue to be the key elements of your kitchen.

NOT STORING THE SPICES WHICH ADD CHARACTER TO YOUR DISHES IN THE MOST APPROPRIATE WAY WOULD BE TOTALLY UNFAIR. SUITING ALL KINDS OF TABLE SETTINGS AND KITCHENS, THE CRUETS WHICH ARE TRANSFERRED FROM ONE HAND TO ANOTHER, TURN OUT TO BE THE MOST SOUGHT AFTER THINGS IN A KITCHEN. HERE, WE HAVE SELECTED THE CRUETS WHICH WILL ENABLE THE SPICES TO MAINTAIN THEIR AROMAS TO THE FULLEST.



1 Blooming spices

These cruets which bring a fresh breeze of springtime to the kitchens are by Obje Plastik. The cruets enable easy identification thanks to their transparency, also add color to table setting with their elegant design.

Obje Plastik www.objeplastik.com

2 Colorful touches

Renga's colored glass designs will surely add a lot of elegance to all table settings. Becoming ever more stylish with their polka dot patterns, the cruets have caps with various sizes of openings.

Renga www.mercanlarkitchen.com

3 A set of four

Glass products enable spices to last much longer. Paşabahçe's four piece set features a rotating cap with various sizes of opening, enabling you use as much spice as you like. The cruet set have a modern looking metal handles. Paşabahçe www.pasabahce.com

4 Harmony of wood and porcelain

Tassar's eight piece spice set adds great elegance to kitchens with its white color and wooden base. With an extended ease of use with its own spoons, the cruets feature a base that can easily be fixed on a wall and eventually consume less space.

Tassar www.mercanlarkitchen.com

5 Porcelain charm

Güral Porselen's salt and pepper shaker is designed to suit the most charming of table settings. The shakers which strike out with their silver patterns, also form a part of a dinner set.

Güral Porselen www.guralporselen.com.tr

6 Multiple dispenser

The plastic cruets by MoonStar protects the spices from humidity and cooking steam. The large single opening at one side of the cap and the perforated opening on the other enable you to use as much spice as you desire. Its transparency makes it easier to identify the spice inside.

Alp Plastik www.moonstar.com.tr



Hiref: The brand that designs culture

IN THE NINE YEARS SINCE HIREF ENTERES OUR LIVES, THE NAME BECAME FAMILIAR IN BOTH NATIONALLY AND INTERNATIONALLY. WE SPOKE TO THE BRAND'S DESIGN DIRECTOR EBRU CEREZCI ABOUT THE GROWTH OF THE BRAND AND THE DESIGN CULTURE THAT COMES WITH IT.

Once you've met Hiref, you will notice it anywhere. This is both because of its crescent logo and because of the quality of their products of the handcraft the brand has mastered. Founded by Güvenç Kılıç and Ebru Cerezci in 2003 with the motto "Design your culture", Hiref continues its journey with the same passion and feeling of responsibility as its first day. While working in different fields Güvenç Kılıç and Ebru Cerezci realized the void in souvenir. "When we wanted to present a foreigner with a gift that reflects our culture, we found it hard to think of souvenirs that are also in relationship with the modern" says Ms Cerezci.

This void, first a topic of conversation, then turns into an idea and finally into a project that eventually created Hiref. They went through a long period of intense research before they start up Hiref. "Designing culture is a very delicate job; it does not tolerate any mistakes so this job has to be done with a lot of respect and you have to internalize the

responsibility to culture. Only then can you start the design process" adds Ms Cerezci. Once they are satisfied with their research they started working on designs and they prepared their first catalogs. Afterwards, Beymen became interested in their designs and that is how they started displaying their designs in Beymen stores. This leads to Hiref's first own stores. At the moment Hiref has stores in İstinye Park, Kanyon and Ankara. They have also opened stores in Doha, Jeddah and Port Palace Hotel in Monaco.

Story of the name

Hiref takes its name from the influential Anatolia and Ottoman history. Ms Cerezci explains: "While we were carrying out our research in the beginning, we came across an organization named Ehl-i Hiref, founded by Bayezid II in the 15th century. The raison d'être of the organization was to support handicrafts and craftsmen; they also determined trends in a way. For instance in that period, the colors, prints and adornments are the same in mosques in both Mardin and Edirne. The reason for this is this organization.

Although we were in this business, we didn't know about this organization until then. I was very effected when I learnt about this and immediately shared this information with my partner. The word "Hiref" is originally Persian and means "the arts." "Ehl-i hiref" means "masters of the arts." This name suited our philosophy and that is how we chose the name "Hiref."

The crescent logo has an interesting story as well. "I noticed that the designs I made in the beginning all had one thing in common: he crescent. When we designed a product without this form our customers started asking 'Is this Hiref? Where is the crescent?' That is basically how the logo came around."

Intense Research

Hiref goes through a long intense research before they make use of Anatolian handicrafts in their designs. If their starting point is a handicraft then they do a research on the historical development of that handicraft around the world. Then they find out when and how this handicraft came to Anatolia, who were the leaders in the field and who developed it in Anatolia. Afterwards they analyse the handicraft's masters today. Finally they start imagining in what way they can connect this handicraft with Hiref's philosophy and revitalize this handicraft. Ms Cerezci says "We take all these processes very seriously. What we care about most is to find the best when we are doing our research on workshops. As in everything, in handicrafts there are those that do it best. Those artists are the ones that we are after. Then we share our designs with craftsmen and they always approach the projects with a lot of excitement because we also add a new dimension to their crafts. Then we start observing the samples until we reach the level of quality that we can present to our customers."

400 craftsmen

Hiref's first collection was put on the market right before new year's. The 60 piece collection was created by designers all university educated in their own fields -a team that Ms Cerezci calls "monstrous."

Hiref has worked with 400 craftsmen in the recent Enamel Arts Textile Products, Baby collection and the legendary Alem series. When we ask about the novelties these last collections bring, Ms Cerezci says: "Hiref's each collection brings a novelty with it. We either work with a new set of craftsmen or we work with a completely new material. In order to create awareness we have turned this into a principle. In this new collection we have also used wood carving, copper laming and silver products but this time



My motto

"Designing culture is a very delicate job; it does not tolerate any mistakes so this job has to be done with a lot of respect and you have to internalize the responsibility to culture. Only then can you start the design process."

we added porcelain enamel because enamel has a very important role in the handicrafts of our culture and due to a lack of craftsmen in this field, we don't see new examples of this craft. Because it takes a lot of labour and craftsmen are few in this field enamel has come to being used only in jewelry. We wanted to use enamel in object designs. This way we have revitalized enamel art and supported our craftsmen."

A rich collection

Ms Cerezci says that so far in Hiref designs they have emphasized wood carving, copper, silver, porcelain and glass. She adds that in some porcelain collections they payed attention to graphics. Plus, metallic moldings and semi - valuable stones such as agate, turquois and corals are an important oart of the collection. "Whatever is in our genes, we have it in our collections" says Ms Cerezci. They are especially enthusiastic about Kastamonu style wood carving. "We use it in different collections because we have a high opinion of this craft. Sometimes we design

carved wooden handles for our trays, sometimes large bowls. Due to the nature and types of trees that grow in this region wood carving has been very important for the people of Kastamonu. Wood carving has become mechanized however we don't enjoy these; that is why we want our customers to see the wood that was carved by a person rather than a machine and we will continue to emphasize this material" says Ms Cerezci.

They have also taken up revitalizing forgotten production techniques. "We do not want to mess with the original way that a craft is carried out because that is where its value lies. If we create designs for mass production Hiref cannot be Hiref. We don't want to change or update the original technique but to change the mindset about how these materials are produced. We educate the craftsmen on today's and Hiref's culture. We don't make technological improvements however we emphasize the quality of the products including its packaging and we also take the quality of the working environment very seriously. We try to better the environment and we have principles such as, never working with a workshop that employs children."

While revitalizing forgotten, Hiref supports design culture. Educated in Industrial Design, Art History and Art Management Ms Cerezci says that what they do is more culture design than product design. This is where the company's motto "Design your culture" comes from. Ms Cerezci adds: "I really believe that Hiref has opened a new page in Turkish design history because we have created a certain awareness. The return to self, understanding the value of handicrafts and high quality handicrafts started with Hiref. As a result many companies have been influenced by what we have started but we do not mind the imitations of our brand because our company is based on the principle of supporting handicrafts. It is important for us that through these imitators craftsmen make more money. Hiref is a commercial company but a very serious social responsibility lies in the core of this brand's culture. When we were starting up the workshops we coordinated with had only 7 - 8 employees now they have 40 people working for them. We are very happy of this change."

Hiref in the kitchen

When we eventually start talking about the kitchen, we ask Ms Cerezci about her favorite kitchen designs. "We started up with traditional frying pans; by placing glasses in tinned pans we rendered them suitable for daily use because we can no longer see whitesmiths on our streets. This design was caught on with many customers. Maybe it was partly the advantage of being a female designer" says Ms Cerezci.

When ask her what she has been working on recently, her answer is both exciting and intriguing. "I am mainly intrigued by the Seldjukians. Their approach to design seems very modern to me. They also worked a lot on geometry in that period. We already have a Seldjuk collection however the logical and geometrical details of this collection need to be revised. We will definitely concentrate



more on that period." She also adds that they are entering textile: "For the moment we design both linen and cotton facecloths. We are not planning to be fully involved in textile however we might release some surprise textile designs."

Design Trends

We ask Ms Cerezci in what direction Turkey's design trends are going and Hiref's position in this movement. Ms Cerezci says that as in all trends, both Turkey and Hiref's target group follows design closely. However she points out that Hiref's position is completely different compared to export designs and that the brand has a leading standing as it is a pioneer in its field. She adds that this positions both exhilarates and tires them: "As a brand we are trying to preserve our contemporary understanding of design while working hard to not lose our essence. Hiref is like a bridge between these two. There is a thin line between them and that is why we take our business very seriously."

Objectives for 2012

"2012 is a very important year for us as we are recognized more and more in the international design community. We plan to open new stores and because our products are considered as "luxury consumer products," the location of these stores are very significant. We signed contracts with three stores abroad for 2012. We have many commercial outlets both nationally and internationally however opening our own stores is what's important to us. That is why 2012 is of crucial importance for our brand."



1. Enamel Art - Hand-Cast Enamel Collection

Another theme in Hiref's new collection is enamel art. We can't think of better souvenirs than these Hiref designs of valuable enamel artists of our culture. The pure silver-cast patterns worked with warm enamel revitalize a tradition that is about to be forgotten while saving enamel from the hegemony of jewelry and connecting this culture with our household objects.

2. Gold-Cast Inlaid Candlesticks

Working frequently with valuable material, Hiref emphasizes gold as much as silver. Just like silver, gold has a very important role in Anatolian and Ottoman design culture. An elegant candlestick owes as much to gold craftsmanship as to Hiref's refreshing modern designs.

3. Hand Carved Silver Plated Candlesticks

Hiref uses Kastamonu's wood carving art quite frequently in its designs. One of the last examples are the hand



carved, silver-plated candlesticks. The craftsmanship of Kastamonu's wood carving artists get together with Hiref designs to make unique, magnificent candlesticks.

4. %100 Linen Facecloths

These %100 linen facecloths will prove Hiref successful in textile, too. Made of Anatolian colors these hand-embroidered towels are so pretty, one thinks twice before using them. Another novelty in the bathroom series are the soaps which have a significant role in our culture. %100 natural Hiref soaps with thyme, cinnamon and olive oil options, will bring the beautiful smells of Anatolia to your home.

5. Silver Delight Bowls

A Hiref classic, these silver bowls revitalize silver craftsmanship in its most sophisticated and modern form while bringing out the delights of Anatolian and Ottoman cuisine. These bowls filled with Turkish delights are going to be wonderful gifts for your foreign visitors.



“A DESIGNER HAS TO OBSERVE WHAT’S HAPPENING AROUND REALLY WELL AND INTERPRET THEM GRASPING ALL THE CRUCIAL DETAILS.”

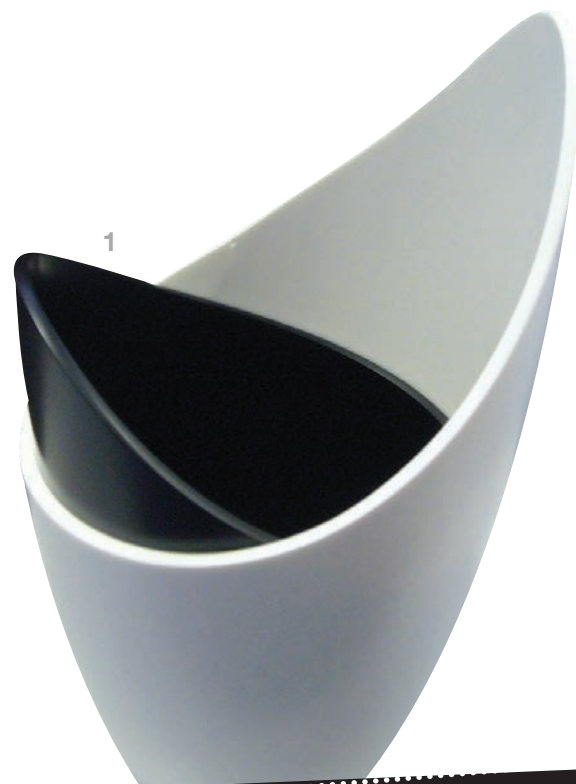
Design has to push the limits

GAMZE GÜVEN WHO HAS WON NUMEROUS AWARDS INCLUDING THE OBSERVEUR DU DESIGN AND RED DOT WITH THE PRODUCTS SHE HAS BEEN DESIGNING SINCE 1990, SAYS THAT THE KEY TO SUCCESS IS TO BE ATTACHED TO THE CREATED PIECE WITH TRUE PASSION.

Gamze Güven discovered her interest towards design during her primary school years. It actually was her mother who made the discovery, noticing her daughter's remarks about the objects and bathrooms of the houses they visited. These remarks evolved into a career path during high school years. And a career was exactly what emerged. Graduating from the Middle East Technical University, Department of Industrial Design in 1987, Güven completed her postgraduate studies at the METU Faculty of Architecture in 1990 and has been involved in numerous successful ventures ever since. Having won the Red Dot Design award with the bottle she designed for Tekirdağ Rakısı, Güven has added to her award collection the Observeur du Design awards with the packaging she designed for Eti Karam and Eti Tutku chocolates. We wanted you to experience some facets of the journey this successful designer is currently embarked upon. Here are the factors that lead to her success in her own words.

You must be a great observer

Güven's first design test was with a dentistry gadget called "articulator". This first test with the gadget which is used at dentistry faculties in Italy to control whether the artificial teeth attached to the upper and lower jaw bones fit together turned out to be a success. Güven says that a good designer has to be a good observer too: "A designer has to observe what's happening around really well and interpret them grasping all the crucial details. At the end, every person is naturally creative but those who love it and work on it turn out more successful in creative professions. Therefore, however creative you are, it's impossible for you to succeed in the design profession without working hard and feeding yourself."



My motto

"A tasteful design can only be achieved through passion. The two aspects cannot be considered separately. We are trying to create innovative but firm designs which are pushing the limits within the confines of productional and technological limitations and market dynamics, conducting a good analysis of our clients' and consumers' needs."



Güven, who has started working as a freelance designer in 1990 and established her own design “base” is now responsible for numerous significant designs with her team of five: “We began to specialize more on the packaging industry with the Yeni Rakı bottle design in 2005. Today most of our work consists of three dimensional packaging and food products. Domestically we have worked for Mey İçki (seven years), Eti (two years), Opet, Şişecam, Altıparmak, Komili and Bocci. Internationally we have worked with Bodino in Spain, PSL World in Hong Kong and Ritzenhoff in Germany.

Understanding the brand is vital

Güven says the brief received from the brand prior to the design process is really important as the brand, the corporate identity of the firm, its history and its target audience are key factors of the design itself. “Before we design a product we first examine the market researches of the given industry, the product evaluations, focus group results and films. Only after all these we begin the design process. The ones selected out of our initial designs are run through qualitative and quantitative tests, and consumer reactions are noted. These provide valuable inputs that are really beneficial to us. Then we draw the production projects of the succeeding designs and control the samples and the prototype production. Our responsibility continues following the final revisions up until we’re through with the production process.”

You need good ideas

Güven’s response to our question “functionality or

aesthetics?” is pretty clear: “Neither solely functional, nor solely aesthetic; what’s important is a good idea. We try to make sure our products are innovative, that they push the limits but also maintain a firm stand, in other words, we want them to be producible and acceptable in costs. That’s why if you’re designing packaging and food related products, you need to take factors like sales increase, consumer satisfaction, cost and manufacturability into consideration. Of course you also need to follow the trends too. However a good designer is the person who configures consumer demands and needs in the best way possible. I try to address the consumer perceptions of rapid consumption products and brand value in an innovative way and we try to have a positive impact on sales with the designs we make.”

www.tasarimussu.com.tr





1. Ice bucket

This corian ice bucket is designed for the German brand Ritzenhoff. The removable champagne bucket appeals to various tastes with its two different color options.

2. My little darling

The story of how the culture of coffee and coffee houses has travelled with Arab merchants on camels during the 16th century from Yemen to Europe via Mecca, Damascus and Istanbul, is depicted on this set of espresso cups with an informative and humoristic design. The set is now available in the Ritzenhoff 2010 collection.

3. Tekirdağ Rakısı and glass

Modern, powerful and charming...

A neck that integrates with the cap, the collar detail and the elliptical finger grooves... A bottle form in harmony with these lines and a label design which integrates with this form... All these details are designed to bring out the strongest aspects of the Tekirdağ rakısı family. The glass features a similar design highlighting the same details in order to complement the raki family.

4. Oriental Yeni Raki glass

Glasses designed in three different prints brings an oriental

atmosphere to your table. Its "slender" design, length and the finess of its glass adds to your leisure of drinking raki. The Yeni Raki logo on the glasses also increases the feeling of nostalgia and classic look.

5. Olive oil bottle for Turkey

The bottle designed on behalf of Anadolu Cam in order to earn Turkish olive oil its rightful place in the international arena, was selected as the winner in the Olive Oil Bottle for Turkey contest and received the Worldstar award. The bottle design developed taking inspiration from the immortality of the olive tree and its body which transforms standing against time, demonstrates the essence of olive oil in its whole purity.

6. Wine glass

This product designed separately for white and red wine features grapes produced in areas with similar climates along the same longitude on a world map. The names of the grapes are presented in a humoristic way with typographies in harmony with the illustrations. The glass is available in the Ritzenhoff 2010 collection.



Tea time

AN EAGERLY AWAITED TIME OF THE DAY IS THE

AFTERNOON WITH ITS FIVE O'CLOCK TEA! CAKES, PASTRIES, DESSERTS

WITH TEA OR COFFEE. WHAT WOULD YOU LIKE TO HAVE?



Silicone baking molds: **PDS**, Egg basket and glass jars: **Paşabahçe** Mixer: **Sinbo**, Plastic storage containers: **Soft Bowl PDS**, Silicone tongs, brush and spatula: **PDS**



PHOTOS: TUBA ÖZKAN
STYLING: NAİME TERCAN



Glass jars: **Paşabahçe**, Silicone baking molds: **PDS**, Storage cups: **Soft Bowl PDS**, Rectangular plate: **Porterra**

NO LIMITS

All the cupcakes, muffins or cakes you prepare for your loved ones need to be truly original. Creative cake molds can give you more than you could imagine.

Egg basket: **Paşabahçe**, Decorated mugs: **Graf**, Silicone mat: **PDS**, Mixer: **Sinbo**





WOULD YOU like to give some delicious cookies to your loved ones after dinner?

Silicone baking molds: **PDS**



FORGET ALL the troubles with a cup of hot coffee and a chocolate muffin with it.

Coffee cup and teaspoon: **Hisar**, Glass teaspoon with evil eye bead: **Paşabahçe**, Rectangular plate: **Porterra**



Silver macaron stand: **Hiref**,
Coffee set: **Hisar**, Cutlery: **Narin**



Tea spoon, tea plate and tea cup set: **Hiref**, Silver tray: **Hiref**, Metal muffin stand: **Narin**

ELEGANCE OF PORCELAIN

A table setting with elegant porcelain ware is a true center of attention in all sorts of occasions. Especially if they are complemented with the natural hues of a wooden table.



Porcelain Coffee Set: **Hisar**, Cutlery: **Hisar**, The four-leaf clover, glass plate: **Hiref**, Silver muffin stand: **Hiref**, Glass napkin holder: **Paşabahçe**

“Our aim is to develop hygienic and high quality products that cook delicious meals”

WE TALKED TO TACETTİN KORKMAZ,

BOARD MEMBER AT KORKMAZ KITCHENWARE ABOUT THE PAST,

THE PRESENT AND THE FUTURE OF THE COMPANY.

1

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

Korkmaz was founded in 1972 in a 50 square-meter workshop by brothers Hakkı and İsmail Korkmaz and their nephew Rahmi Korkmaz. Initially we produced jugs, saucers and teaspoons. Later on we moved to our factories in Bayrampaşa and then in Küçükköy. Following our move to our 5000 square-meter factory in Küçükköy, we began producing electrical house appliances. By 1990 we were doing exports. In 1997 we moved our factory for stainless steel products to a new 12.500 square-meter factory in Kocaeli. Due to increasing demand in 2004, we moved our electrical house appliance production to our new 13.500 square-meter factory in Istanbul. As Korkmaz Kitchenware, since 2001 we have been exporting our own brand to 56 countries.



2 What kind of products do you have in line? What is your annual production capacity? Could you tell us about your product ranges?

As Korkmaz, with 1.500.000 saucepans we enjoy the top spot on the list of companies that produce saucepans under their own brand name. We also present a wide range of products, from electrical house appliances to tableware. The daily production capacity of our stainless steel products is 6000. Our factory for electrical home appliances in Sarıgazi, on the other hand, has a daily production capacity of 3000. As Korkmaz we reflect our 39 years of sectoral experience on all of our products. We are known within the industry by our high quality and innovations. Our main goal is to develop hygienic and high quality products that can cook delicious meals, because use of high quality materials is essential for the taste of the cooked foods. In order to achieve this we use 18/10 Cr-Ni raw materials in our products as well as the solar base system for the base technology. The electrical home appliances feature a wide range of products, from toasters to mixers and hand blenders. The stainless kitchen products, on the other hand, feature two categories, namely cookware and tableware. The cookware range has many products such as coffee pots, teapots, steam cookers and pans. Our tableware range, on the other hand, features more than 30 products.

3 What is your decision process in the production of a product? Which processes are implemented during pre-production and what are your priorities during the production? What are your internationally acknowledged standard certifications?

We are periodically conducting GFK market researches. We shape our production strategy through an analysis of the obtained results and emerging trends. A thorough analysis of the raw material and post-production controls by an independent quality control department is of utmost importance for us. We have all the certification required for our industry.

4 How much of your annual budget is reserved for R&D activities?

As Korkmaz, we reserve 3 percent of our annual turnover for our R&D unit in order to develop new products. Within this scope we present around 10 new products each year. 6-7 of these products usually are in the small electrical home appliances category. However, this year we added new products mainly to the electrical kitchen appliances category. These are countertop and hand mixers, choppers, fruit presses and juicers. We also renewed the already available electrical teapots, toasters and electrical coffee pots. For

“With the ‘Tasarlıyorum’ project we will continue to produce high quality”

instance, our electrical teapot will detect the heat level of the water automatically with a press of a single button. In this way a safety system will operate during boiling, brewing or waterless standby modes. This, in turn, will help users save energy.

5 Is there a specific designer you work with during the design process? If so, what is your systematic?

In this country where imported products have always been in demand, we as Korkmaz decidedly worked towards changing this attitude with a new approach. We introduced designs by Turkish designers in Turkey and 56 different countries. As Korkmaz, we are continuing to add new products to the ‘Tasarlıyorum’ project. In 2009 we worked with designers like Adlihan Tartan, Emre Akçal and Esra Keskin to design saucepans and toasters that suit the changing consumer demand and the new trends. Last year we focused on the designs of our cutlery sets, trays and tableware products. With the ‘Tasarlıyorum’ project we will continue to produce high quality, durable products that meet various individual demands in the coming year.

6 What makes your products so special and distinctive from your competitors? Have you received any awards so far?

We have always been a brand of firsts. Throughout our corporate history we have achieved many firsts. For instance the first steel teapot of Turkey was produced by Korkmaz. Steel saucepans were introduced to the Iranian market by Korkmaz. And of course, we never compromised from quality during these processes. In return we have won many awards. For example, our Esta Teapot Set has won the ‘Good Design’ award at Design Turkey Industrial Design 2010 as well as the ‘Design/Honourable Mention 2011’ award at Reddot, one of the world’s most respected and well established design contests. This all makes us really happy. We believe that as indicators of our dedication to good design, these awards will surely take us forward.

7 Which fairs do you participate in?

We regularly exhibit our products at significant tableware fairs both in Turkey and abroad such as Zuchex and Ambiente in Germany.

8 What are your countries of export?

As Korkmaz we export to 57 countries, 95 percent of which is under our own brand name. We introduce Korkmaz products to a wide range of countries ranging from the USA to South Korea and from Norway to South Africa. We export to USA, Canada, Chile and Bolivia in the Americas; Germany, France, Italy, Poland, Hungary and Belgium in Europe; all the countries of the

Middle East except Yemen, Egypt, Algiers, Morocco, Nigeria, Ivory Coast and Ghana in Africa; and South Korea, Mongolia and Malaysia in Asia. We have recently started exporting Australia as well.

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

As Korkmaz we decided to increase capacity to meet the increasing demand towards electrical home appliances and as of January, started on the construction of a production facility in Gebze with a 23.000 square-meter indoor workspace. This will be a 25 million dollar investment for us. In order to set up our own sales network, this year we are entering the retail sector for the first time. As Korkmaz, we launched our first retail store in January at the Gebze Center shopping mall. We are currently scouting for new retail spaces. We are planning to increase the amount of our dealerships abroad within the next five years.

10 How are you affected by the leading trends in important international fairs?

We closely follow all global trends as part of our job.

Kitchen experts

KORKMAZ HAS A WIDE RANGE OF KITCHENWARE PRODUCTS WHICH MAKES LIFE EASIER.

Vita-Min Fruit Press

Determined to expand the success of the steel product range to cover the electrical products as well, Korkmaz has introduced the Vita-Min fruit press with stainless steel blades that provide durability. In addition, the spacious feeding chamber enable pressing fruits as a whole without slicing.



Vertex Toaster

The practical and compact Vertex Toaster by Korkmaz heats food in no time with its removable, easy to clean and 100 percent cast aluminum grills.



Tulipa saucepan set

The tulip shaped Tulipa saucepans with heatproof ergonomic handles makes food tastier with its homogenous heat transmission feature. The set comprises of four saucepans of various sizes which will surely become the new favorites of all kitchens with their aesthetic design and easy to clean structure.

Korkmaz Kitchen Scale

The stainless steel Sensia kitchen scale with LCD screen makes life easier in the kitchen not only with its ergonomic form but also with its elegant design. This practical scale with automatic switch off and timer functions takes little space on the countertop with its integrated hanger on the back.



Esta Teapot Set

The stainless steel Esta Teapot Set features the "Safe-Tea System" which prevents domestic accidents by locking its cap during possible cases of outpour or tumbling at service. This product with a modern spout, ends the unpleasantness of pouring and dripping. The automatic steam block system prevent hand burns. The stainless steel strainer of the Esta Teapot Set can be used both locked and unlocked. It also adds to the comfort factor with its ergonomic form and pleasant design.

“Best manufacturer offers the best warranty”

MR. SUNGUR AYDIN, GENERAL COORDINATOR OF SINBO

GAVE AN INSIGHT OF SINBO'S SITUATION IN THE SECTOR,

PRIORITIES IN THEIR MANUFACTURING PROCESSES AND FUTURE TARGETS.

1

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

Sinbo was established in 1996 in Istanbul. We succeeded in circumventing our difficulties originating from company's little known name with determination, aggressive pricing policy and unconditional customer satisfaction. Indeed, this is one of our major achievements. We keep our manufacturing costs low with high volume production. Then we transfer our power with reasonable prices to the customer. And in doing so, we never compromise our quality. In this context Sinbo extends its product range with new additions every day. Apart from Sinbo, Depa electronic today incorporates Minton and Telefunken brands as well. In order to upgrade we constantly keep our targets high. Consequently, in our current situation, with its production and sales outlets and consumer cooperation Sinbo forges ahead to be one of the important and permanent brands both in Turkey and worldwide.



2 What kind of products do you have in line? Will you brief us on your product range?

We have almost 400 products in cooking-frying, beverage preparation, personal care, health, heating and hygiene categories. We cater a wide range of products, from microwave ovens to blood pressure monitors, irons to scales, vacuum cleaners to shavers. Currently we have achieved 50 percent market share in unit sales with some of our products. The rest of the market, which is the other 50 percent is shared by 30 brands.

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

For many years, we have adopted taking firm steps forward as our guideline. We have developed our products targeting one of the leading establishments in the sector. In this context, Sinbo is one of the practitioner companies in economy of scale. As a result, we have all the essential certifications in both local and foreign markets we operate. With our high volume manufacturing potential, we constantly add new products to our wide product range. And we give utmost importance to hygiene in our production. In order to produce quality products with feasible prices, we constantly work harder and maintain the fact that our actual strength is derived from our customers.

4 Do you have R&D works prior to production? What is R&D share in your annual budget?

R&D works is of primary importance for us. You have to allocate part of your budget for R&D works if you want to keep up-to-date. We allocate 2 percent of our annual budget for R&D.



"Sinbo extends its product range with new additions every day."

5 What does design mean for Sinbo?

We have been a company always seeking original ideas to improve the quality of life and simplify life. In this context, we have worked with designers who came with good, original and applicable ideas. And as Sinbo, we have always revised our system in line with innovations. And with our succeeded prizes, we are increasing our awareness in the international platform.

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

Our products which simplify life with their designs and reasonable prices based on their performances is the main distinctive factor with our competitors. Additionally, we must always keep in mind of our ability in finding fast solutions for issues with our sensitivity in customer satisfaction and wide service chain. We acted with the "best manufacturer offers the best warranty" motto. In order to achieve this, we initiated free door-to-door service. And with our cooperation with Yurtiçi Kargo, we rapidly solve the issues of our customers who have faulty products. Whether the value of the purchased good is 10 liras or 100 liras, it simply takes one phone call from the customer and Sinbo service picks the product and delivers it repaired within 7 working days, door-to-door. In the case of an unsolved problem within this time span, the product is replaced with a new one.

7 Which fairs do you participate? Do you have and specific product which you consider as forefront? Do you have award winning products so far? Do you have any innovations in the world market?

Fairs play a significant role in promoting our products. We participate in many fairs. Those fairs we participate include Ambiente, Canton, Zuchex, Ideal Home, IFA and Tuskon. Our most functional products are displayed in the foreground. For instance, due to their easy handling, our vacuum cleaners take the priority. We received product based awards, but the latest one awarded by Protection of All Consumers Association, "Golden Brand Award" is very important for us. And this award proves that we are on the right path.

8 What are your countries of export?

For years Sinbo has been supplying its products promptly and in required quantities worldwide. With its wide product portfolio, Sinbo offers suitable alternatives in all taste and need. As of today we are exporting to over 50 countries worldwide.

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

We do not have any competition in Turkey. We are planning to expand our plant and introduce new manufacturing lines with new products during the upcoming period. Our target within the next five years is to reach a turnover of 5 million dollars. And we are planning to earn 70 percent of this total through exports.

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

We are closely monitoring the global trends and adapt these to our products. However, we prefer implementing long lasting developments in our products, rather than short term trends. But when there is such a need, instead of copying the trend, we add our own innovative lines and offer a much better product to the consumers.

Big assistants for small homes

WITH FEATURES UNEXPECTED FROM THEIR COMPACT SIZES AND RATIONAL DESIGNS, PRODUCTS DEVELOPED BY SINBO SIMPLIFIES HOUSEHOLD AFFAIRS.



Standing fan

With its three speeds and remote control, Sinbo's fan offers ease of use. As compared to similar fans, the SF-6780 model gives more efficient cooling with its 55 cm diameter and 5 wing propeller and also provides saving in electricity with 85 watts motor.



Vacuum cleaner

With a 230 watt suction capacity and automatic cable adjuster, Sinbo's SVC-3482 vacuum cleaner is both powerful and offers practical utilization. This unit has over 19 KPa vacuum level and sucks the dust easily and cleans houses of bacteria with its Hepa filter. Its automatic cable adjuster gives an additional practical utilization.

Toaster

This product stands out with its stylish and ergonomic design preventing sticking with its teflon coating. The toaster can be stored vertically and thus provide space in the kitchen. With its stainless steel surface, SSM-2528 toaster is a long lasting, durable product.



Fan convector

With its 2000 watt power and despite its compact size, Sinbo SFH-3317 fan convector provides efficient heating in especially small rooms. Along with its four different temperature settings, it can change the heating of the environment with an adjustable thermostat.

Steam iron

With its ceramic base this product makes ironing easy and cheerful and with its interchangeable steam control it gives different options for different cloth types. The SSI-2851 iron offers different ironing options such as; dry, spraying, shock steam and perpendicular steam. This iron has a 270 ml water tank and sprays 10-15 gr steam per minute.



“High quality and innovation is our motto

WE SPOKE TO HI-PAS EXECUTIVE BOARD MEMBER BEYHAN BAYCAR

ABOUT THE COMPANY'S PAST, PRESENT AND FUTURE GOALS.

1

For how long has Hi-Paş been active in the market? Can you tell us a little about your company?

We have been active in the glassware sector since 1977. Since the day our company was established, our motto was “high quality and innovation.” With 35 years of experience in the sector, our products with the name Evelin make life easier; they are durable and they add value to all kitchens and the life that is surrounded by them. You can find Evelin products in many prominent markets of the world.



2 What type of kitchen products do you produce? Can you inform us about the range of these products?

Wooden looking spoons, bowls, jars, service trays and HO-RE-CA products are among our products within the glassware sector. In addition to these we serve the international sector with material boxes, transportation safes and toolkit production.

3 How do you decide what to produce? What are the phases before production?

We go through a serious research phase before the decision to start production is taken. We observe the requests by our customers. Then we present our Research and Development Department with the products we have chosen. Afterwards we hand the products to molding to see a model of the planned production. We test this model for strength and durability and afterwards we set out for mass production.

4 What part of your budget is spent on Research and Development?

An average of %12 of our budget is spent on research and development. If you do not follow the changes and developments in the sector and make the necessary investments, you have no chance in the market. This is why we increase our investment on research and development in accordance with the growth of our company.

“An average of %12 of our budget is spent on research and development.”

5 Do you work with specific designers?

We employ designers within our research and development team. We work with expert designers according to the quality and the market that we address, both nationally and internationally. Because as Evelin, design has always been one of our top priorities.

6 What are your priorities in production?

Since the day our company was established it has been our goal to stay innovative and different with design and quality of the material we use. We avoided Far Eastern material use in production and used European raw material instead. We are one of the three companies that use this high technology material. However we were also careful with preserving a certain price range.

7 In which fairs do you present your products? What are the main features of these products?

We attend Ambiente, Hong Kong Fairs, fairs organized in the Netherlands and Russia. We also attend fairs in Turkey such as Zuchex and Ideal Homex. The feature that differentiates our products from the rest of the products in the market is their wooden look and that they are hand finished with the thermofoming system. They not only look like wood but also provide the features of wooden products. Our products do not inhabit bacteria and can be washed in the dishwasher. They are both durable and chic.

8

Which countries do you export to?

USA, South Korea, Japan, the Balkans, many countries in Europe and Middle East.

9

What are your goals for 2012? Where do you want to see your company in five years time?

One of our main goals is to expand our export network. Our sales graphic keeps going up every year. We are working hard to make Evelin one of the leading brands of houseware industry in the next five years.

10

Are you influenced by the trends introduced at the world's leading fairs? Did you take some examples from these global trends for your 2011 production?

Changing trends opens our horizon of thinking as a company and give us enough energy to work harder than last years. Global trends indeed play an important role for us to draw our line. But what is important for us is that our products appeal to our customers' soul and be useful. So, all our products is a succesfull combination of all of these qualities.

The elegance of wood in the kitchen

EVELIN PRODUCTS ALWAYS COME IN HANDY WITH BOTH THEIR WOODEN LOOK AND WIDE AREA OF UTILIZATION THAT ENABLES CREATIVITY...

Oval bread box

Another multi-functional Evelin product: Oval bread box... This box can be used the way you please; whether you wash fruits and vegetables in it or you use it to serve fruits on your table. If you are keen on esthetic in both kitchen and your table, this oval box comes in two models, four colors and several sizes. As always dishwasher safe...



Cube bowls

These Evelin bowls can be washed in the dishwasher. This allows you to use them to serve both salads and potato chips or popcorn. While they make washing vegetables and fruits easy, they carry the wooden look. Durable and antibacterial, these bowl are indispensable. These bowls come in two different models, four colors and four sizes.



2 liter, spotted jars

These 2 liter jars that can preserve both dry food and cookies, are ideal for all kitchens and cooks. Pasta, legume, herbs and bakery products can be preserved in these jars that have the signature wooden look. These decorative jars can be washed in the dishwasher and the hand finished lids are durable. These antibacterial 2 liter jars come in three different sizes, four different prints and four different colors.

Triangular bowls

The only difference between cube bowls and these, is the triangular form. All other features are the same; dishwasher safe, durable, ideal for washing vegetables and fruits, antibacterial and signature wooden look. The hand finished bowls come in two models, four sizes and four colors.



Five partitioned spoon box

This is a highly functional kitchen product that helps you keep your cutlery properly both in the drawers or on the kitchen counter. The wooden look makes this product extremely decorative. This hand finished spoon box is antibacterial and thus reliable. Dishwasher safe, this product comes in seven models, five sizes and four colors. Metal table sets and wooden go wonderful together, completing your kitchen with contrast.





About the **Chicago fair...**

PERRY REYNOLDS, THE VICE PRESIDENT OF MARKETING AND TRADE DEVELOPMENT

AT INTERNATIONAL HOUSEWARES ASSOCIATION HAS ANSWERED OUR

QUESTIONS REGARDING THE UPCOMING INTERNATIONAL HOME + HOUSEWARES

SHOW WHICH WILL TAKE PLACE ON 10-13 MARCH.

Could you give us a brief history of the International Housewares Association and its fields of activity?

The International Housewares Association was founded in the 1930s as a not for profit association for the then-emerging housewares industry. The upcoming International Home + Housewares Show will be the 115th edition. In addition to managing and producing the show, IHA also supports the industry through business support, educational and networking opportunities such as international trade missions to introduce suppliers to retailers in various global markets, most recently India and Scandinavia. We also provide industry data, discounts to members on basic business services and other related services.

What is Housewares Connect 365?

Housewares Connect 365 is the gateway to the housewares industry and a tool to help buyers and suppliers communicate with one another. It is also an excellent show preparation tool for buyers allowing them to search for products and suppliers and create a custom visit plan with a map of the Show highlighting each booth the buyer plans to visit. We expect that

HC365 will generate nearly 500,000 searches this show year.

The upcoming fair will be held in Chicago. Could you give us some statistics regarding the International Home + Housewares Show?

The show will attract 2000 exhibitors and 60,000 visitors from around the world. 99% of the top U.S. retailers will be represented. The Show is also a prime destination for U.S. independent kitchenware stores and other specialty retailers who make up 2/3 of the U.S. buyers who will be attending. Fully 1/3 of all buyer attendees will be from outside the U.S. as well, making the show a truly global marketplace.

Last year Discover Design brought a resounding success to the show. What kind of innovations await the exhibitors this year?

What are the plans for Discover Design?

Discover Design debuted last year with more than 70 design-focused suppliers and met with great reviews from attending buyers. We expect nearly 100 suppliers this year including new additions Alessi, Guzzini and Nambe. Discover Design serves as a show-within-a-show focal point for creative companies who are seeking a market in the U.S. and features

a museum-style gallery with the latest products from each exhibitor so that buyers can quickly survey the breadth of designs on display in each booth. More information including a list of confirmed exhibitors is available at www.youdiscoverdesign.org.

Which companies will be exhibiting this year?

Along with Alessi, Guzzini and Nambe, other first-time exhibitors in the Discover Design category include ASA, Cristel, Design House Stockholm, Eva Solo and Kinto. Other first-time exhibitors include Dyson, Denby, Kiss Products, Nice-Pak Products, Prestige Homewares, Bosign, Cooper Coated Coil, George Wilkinson, Home Skinovations, Neato Robotics, O2 Cool, Dupont Surface Care, Kyjen, Mercury Luggage/Seward Trunk and T.Z. Case International Corp.

Could you evaluate the U.S. trends in Kitchen and housewares sector? What are the upcoming innovations and latest trends?

Kitchenware and housewares generally in the US are now driven by innovation and design. U.S. consumers seem to be responding to product quality and design excellence. Even in a challenging economy higher priced items are evaluated and purchased based on their intrinsic value. If an item is well-designed and the consumer judges that it will perform as they expect, price is not a barrier to purchase. Another change in the U.S. consumer over the past 10 years has been the proliferation of color choices in home products. Visitors to the show will see a great breadth of color choices in appliances, cookware and kitchenware and cleaning tools.

What do you think about eco-friendly products appearing in the kitchen industry? Are the firms concerned enough on environmental issues?

The research we have read says that about 20% of U.S. consumers rate ecological considerations as a key part of a purchase decision. The balance often say that they will choose an ecologically friendly product over one that is not if the pricing is comparable. More and more suppliers are paying attention to their environmental footprint and bringing sustainable products to market. Show attendees can visit our Going Green display to see the latest in our industry's eco-friendly offerings and also learn more about developments in sustainable materials and product packaging.

Which do you think will be the most popular pavilion in this year's edition?

Each Show segment will be very well traveled this year. One of the most popular destinations will be the New Product Showcases in each building where buyers can go to check out the latest offerings from suppliers in that category

Who are your favorite designers? What is your favorite product of 2011?

Our industry is a home to many talented designers and I cannot claim a favorite because so many of them show so much talent and skill. I also have a warm spot for creative inventors who find their way to the market. While most are not trained as designers, they use their insight and intuition to create effective and meaningful products that act as solutions



Perry Reynolds, the Vice President of Marketing and Trade Development at IHA

to consumers' needs and challenges. And hundreds of both designers and inventors will be on display at the show.

Which one do you think is important for a kitchen product? An artistic design or a functional design?

I believe that most consumers lean toward function when they choose to purchase a new kitchen product. But the new generation of designers at work in our business now seem to be able to combine both elements in many of their latest designs. If the consumer perceives a new item as functional but that it is also a work of art, it certainly makes the purchase decision clear.

Do you know IMMIB and its national participation organizations? How do you evaluate the Turkish zone welcoming visitors?

I have been aware of and actually worked with representatives of IMMIB for several years and have been quite impressed with the quality of products the organizations members bring to market. I believe that many Turkish companies have had great success in Europe and the U.S. and I am certain that will be the case at the upcoming International Home + Housewares Show.

The international home & housewares show begins

THE INTERNATIONAL HOME + HOUSEWARES SHOW WHICH WILL TAKE

PLACE IN CHICAGO, USA ON 10-13 MARCH 2012, WILL BRING TOGETHER

THE LEADING GLOBAL HOUSEWARES PRODUCERS AND SUPPLIERS.



The International Home + Housewares Show will provide a perfect opportunity to keep track of various trends that can be applied both indoors and outdoors. With 2000 participants from 34 countries, The International Home + Housewares Show hosts over 20,000 buyers from hundreds of countries. The fair which will showcase products yet to be seen in Asia and Europe, also holds the title of the first housewares market in the world. Keeping a close eye on the tableware industry for almost 73 years, IHA (International Houseware Association) has declared a global 288,4 billion dollar retail sale in 2009. The fair will take place at the McCormick Place Exposition Center, bringing together 60,000 professionals from various important industries, including 17 Turkish member firms of the IMMIB.





creative solutions at **Ambiente**

THE RECENT AMBIENTE FAIR BROUGHT TOGETHER THE LEADING COMPANIES OF THE INDUSTRY. THE FAIR SHOWCASED ORIGINAL DESIGNS AND PRODUCTS OF HIGH TECHNOLOGY.

One of the biggest fairs of the world, Ambiente – International Frankfurter Messe took place in Frankfurt, Germany on 10-14 February 2012, bringing together the leading names of the kitchen industry. Over 100 Turkish firms attending the fair under the umbrella of the Istanbul Mineral and Metal Exporters' Association (IMMIB), took the opportunity to present a variety of products ranging from kitchen products to souvenirs and lighting fixtures. Turkish firms attracted a lot of interest with their aesthetic and functional products, punctual delivery guarantee, original designs and competitive pricing policies.

Global trends **Natural bamboo**

Naturalness and ecological awareness have arrived right into our kitchens just like they do in every aspect of life. Bamboo, one of the most frequently used materials in recent years, has strengthened its position within the global markets with its unique texture and outstanding visual character. Preferred by those who love the naturalness of wood but are also concerned about the environment, bamboo is not only healthy but also an exotic addition to all kitchen designs. Bamboo surfaces favored in the kitchens for their durable qualities, emerge as popular products in international fairs.



Kitchen safety

According to recent research, bathrooms are the cleanest sections of our houses. Kitchens, on the other hand, emerge as high-risk zones due to the high amount of they spend accommodating our daily lives. This is where food is prepared and consumed. According to researches, kitchen basins house more bacteria and microbes compared to their bathroom counterparts. Kitchen products like towels and dish sponges are also open to a lot of harmful bacteria. Bacteria like E.coli and salmonella penetrate our homes through foodstuff and animals. These bacteria can cause diarrhea and flu. Especially children, elderly people and pregnant women are at high risk. We can't just wipe away these bacteria. Renewing kitchen towels and sponges frequently would be the best precaution. Experts point out that sterilizing sponges in microwave ovens for about a minute would also prove effective. You should also make sure you wash your hands every time you touch the basin or clean it.

High technology and elegance

PRODUCTS THAT BRINGS EFFICIENCY, FUNCTIONALITY AND TIME SAVING TO ALL MANUFACTURING FACILITIES AND THAT EMERGE AS INDISPENSABLE PARTS OF ALL INDUSTRIAL KITCHENS WITH THEIR ELEGANCE AND ADVANCED TECHNOLOGIES ARE THE CLEAREST INDICATORS OF WHAT AWAITS US IN THIS EVER-DEVELOPING INDUSTRY...



Natural Health

The CanCan automatic citrus (orange, tangerine, grapefruit, lemon) juicers are designed specifically for use in industrial settings like hotels, restaurants, commercial centers, entertainment and shopping centers, dorms, universities and fruit juice shops. With the touch of a single button, the machine feeds, cuts, separates and squeezes. It's very easy to use. As well as high efficiency and durability, the product provides hygiene and security. Featuring easy to remove parts, a secure polycarbonate lid, 5-liter juice reservoir and a juice storage with pulp filter, the CanCan Fruit Press can also be adjusted according to the glass and bottle to be used.

CanCan Juicers www.cancan.com.tr

Durable Tea Machines

The electrical tea machines by Baysan Kitchen enable a speedy intake of hot water. It's also a safe addition to all sorts of industrial kitchens with the automatic shut down feature that prevent damage to the heating coil in case it runs out of water. With its 304 AISI stainless steel body, this tea machine can be safely used for many years.

Baysan Heating and Cooling System www.baysanmutfak.com





Stainless Steel

The DMS C5R overhead motor-driven döner machine is produced completely from stainless steel. Five gas valves and heat adjustment features provide a great advantage for the user. Since the gas valves are thermocoupled for safety, they shut off immediately in case of a problem. The overhead motor that rotates the döner meat remains safe from overheating. The distance between the heating coils and the döner meat can be adjusted to and forth with the integrated sliders.

Dibeksan www.dibeksan.com

Elegant and Hygienic Designs

The firm which produces industrial cleaning equipment since 1980, appears in most venues and businesses thanks to their elegant and hygienic designs. The Artemis Paper Towel Dispenser has a capacity of 450 towels. The product range which features metallic, white and transparent blue color options, also includes the Midi Roll Paper Towel Dispenser, Jumbo Paper Towel Dispenser and

Mini Paper Towel Dispenser. The dimensions of the Artemis Paper Towel Dispenser is 380x100x280 mm.

Burçak Plastic Company www.burcakplast.com.tr



For hot and cold services

Service units Öztiryakiler manufactured for industrial kitchens stand out with their material quality and monoblock construction. Made %100 of stainless steel the service units are also constructed in accordance with international hygiene standards. Offering different usability alternatives for both hot and cold services, the products are easy to clean with hand or in appropriate machinery, with their easy assembly and disassembly features.

Öztiryakiler, www.oztiryakiler.com.tr



SPECIAL DESIGN



Emsan's specially designed Griss Panda Pan turns cooking in to an art form with its advanced technology. This special design by Emsan enables oil-less cooking with its integrated oil draining system. The three levels of non-stick material used on both the outer and the inner surfaces prevent food from burning or sticking. With its special thick base suitable for induction stoves, the Griss Panda Pan distributes heat quickly and evenly thanks to its cast aluminum body. This swift distribution shortens cooking time and enables much more delicious grills. The product is quite easy to use with its ergonomic handle. *Emsan* www.emsan.com.tr

STEAMING IN 25 MINUTES

Offering practical solutions to a variety of needs with its wide array of products, Sinbo continues to make life easier for you. The Digicook Cooking Machine which prepares healthy and delicious food in merely 25 minutes, is suitable for all kinds of food from kebabs to steamed fish, rice to soup. Maintaining the nutritional value of all the ingredients, the cooker alerts the user when the cooking process ends. It doesn't leak air out and doesn't stick. *Sinbo* www.sinbo.com.tr



CREATIVE DESIGN

Although it looks like a miniature oven, Arzum Firrin not only toasts bread but also defrosts. With its reheating button, heat adjuster, sliding toaster, crumb tray, automatic shutdown in case of tray removal, user safety, toasting level adjuster and the possibility of toasting various sizes and shapes of bread, Arzum Firrin is surely very functional. Not to forget its pink, green, orange and white color options. *Arzum* www.arzum.com.tr





FOR LONGER LASTING FOOD

Akay Plastik's Cindy Box storage unit has a capacity of 7,5 liters. It stores all kinds of foods that need to be stored for long periods and in large quantities, including fruits and vegetables. Its specially designed locking lid keeps air out of the box and thus keeps food fresh for a longer period. With its various color options and special design, Cindy Box helps you save from storage space as well.

Akay Plastik www.akayplastik.com.tr



NON-STICK COATING

The Saflon brand kitchen utensils are produced using the high-alloy Aluminum Foring system . All are coated with high quality non-stick coating material – two layers on the outer and three layers in the inner surfaces. They also feature consumer favorite, heat resistant bakelite handles which lend the items functionality and aesthetics. The vibrant colors featured in the designs are also indicators of the trends to come... Saflon www.saflon.com



NEW PRODUCT BY MEHTAP

Mehtap continues to provide various alternatives with its new product Cerana. Cerana is produced using an aluminum material "almost as hard as steel" and its outer surface is heat resistant, doesn't change color and doesn't mattify. The inner surface is produced using the Eco Friendly Coating technology so it's hygienic, looks good and is totally non-stick. With its base and side walls produced using a special aluminum alloy, the Cerana range has its inner surface coated with a new generation material that makes use of the PFOA Free technology. Combining the hygiene of ceramics and the durability of classic non-stick pans, the Cerana saucepans and pans feature truly enhanced non-stick properties. Thanks to the new coating material and technology applied on the aluminum alloy achieved with R&D work, Cerana is machine washable unlike most ceramic products. Lack of heavy metals like lead, cadmium and mercury makes Cerana much more healthy and hygienic. Mehtap Cookware www.mehtap.com.tr



UNBREAKABLE GLASSES

The SunPlast Neon family has a brand new member. The multicolored and unbreakable glasses made of polycarbonate are suitable for both special occasions and daily use with their elegant designs and practical use. Sun Plastic www.sunhouseware.com



SPRAY GLASS CLEANER

The Flora Sponged Glass Cleaner is just one of the numerous items produced by Çetin Plastik. This 21-cm-long product is among the most popular cleaning products. Determined to maintain its conscious manufacturing policy, Çetin Plastik has standardized the production of all its products and received all the necessary documents. As part of the glass cleaning range by Çetin Plastik, this product makes a difference with its spray cap and various color options.

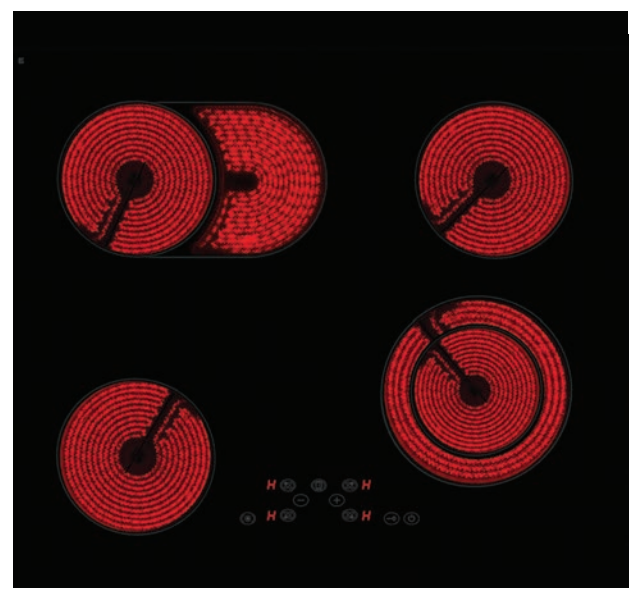
Çetin Plastik www.flosoft.com.tr



PRATICAL HOUSE CLEANING

Arnica adds the decorative Mercury to its functional products. Arnica's success lies in developing a dustbuster that you need not hide in dark corners of your home but display like any knickknack. Besides boasting a powerful engine, Mercury works both clean wet and dry. Easily cleaning all small dust Mercury's conserving body works as a night lamp with its led lighting.

Senur www.arnica.com.tr



VITROCERAMIC STOVES

The vitroceramic stoves by Simfer, equipped with smart technologies for kitchen safety, feature a special heat control system which switches the stove off if nothing is placed on it even after the heat is turned on.

The scratch resistant flat surface is easy to clean and thus provides enhanced functionality in the kitchen. Featuring touchscreen control panels, the Simfer 3904 Vitroseramik Stove and the Simfer 3901 Vitroseramik Stove have nine heat levels in each eye. These 60 cm wide, electric vitroceramic embedded stoves feature four eyes – one oval, one dual and two fast heating standard. *Simfer* www.simfer.com

MULTIPURPOSE ROBOT

Performing multiple functions simultaneously, the Functionall kitchen robot is designed to work as a blender, mixer, chopper or a grater according to need. Homend's Multi Functional Kitchen Robot with its one-of-its-kind double bladed Doublecut system, chops foods swiftly and uniformly. The high performance Functionall, is suitable for all types of needs with its 700 Watt motor. Its 1,5 liter container enables continuous use without the constant need to empty out the contents. The specially designed lid provides user safety against the blade system and keeps the machine clean. The automatic security system provides safe use by not letting the robot operate unless the blades and the container are firmly placed. The feeding tube with adjustable size enables chopping of larger pieces at a single go. *Homeand* www.homend.com





TRANSPARENT DESIGN

It is a fact universally acknowledged that glass is one of the healthiest materials to preserve food in. Borcam is a perfect material to prepare, cook, present and preserve desserts, main dishes, soups and oven cooked meals. Its transparency lets you see your meal while doing all these. Meals cooked in Borcams can be presented in these dishes because they are chic and sophisticated. What's more, they are easy to clean! Without a wire wool, they are spotless washed in hand or the dishwasher. *Paşabahçe www.borcampasabahce.com.tr*



MAGNET COLLECTION

Kütahya Porcelain has been glamorizing your tables for years. Now they are coloring up your kitchen with magnets. Kütahya Porcelain's magnet collection is one rich treasure with caftans in Ottoman prints, dervishes, starfish, butterflies and dolphins. Created by masters of the profession these magnets change the look of your fridges and kitchen hoods. *Kütahya Porselen www.kutahyaporselen.com.tr*



SNACKS AFTER DINNER

Kavsan provides your kitchen with plastic kitchen and house appliances that are both trendy and easy to use. Snack plates with three or more sections your service can be as assorted as you want. The chips plates are designed so that you can serve them with their dip sauce. What's more, it is easy to clean! *Kavsan Plastic and Metal www.kavsan.com*

THE MOVIES IN YOUR HOUSE

Popcorn may be a part of the movie atmosphere but with Arzum, you can now create this atmosphere in your own home.

Arzum Popcorn Maker can make popcorns with oil and salt. This machine is a favorite among both children and adults with its nonstick surface, popcorn tank cover that can be used as a service device and heat resistant frame. *Arzum www.arzum.com.tr*

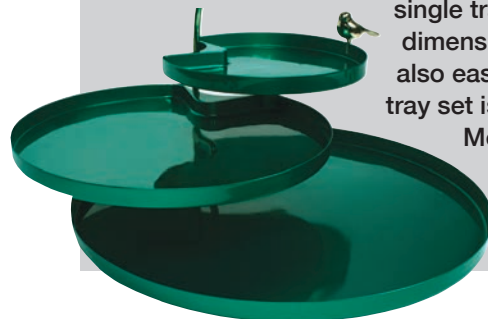


LILY PAD SERVING TRAY

Ilio, a brand under the ambitious Demirden Design, presents products that make your life and house work easier. This tray set is like big lily pads on the water, turning into trays for feasts and party tables with their natural forms.

They can be used separately as single trays in different dimensions and are also easy to stack. The tray set is designed by Mehtap Obuz.

Ilio www.demirden.com





QUALITY AND ESTHETIC

Enkay Aluminuim Lady presents the kitchenware market with a wide range of products that are durable, economical and ergonomical. The nonsticky pots and pans are the number one choice of those that want to cook healthy. The products also come in different color alternatives.
Enkay Aluminyum www.leydimutfak.com.

FOR BIG FAMILIES

Ariston fridges preserve food perfectly with their innovative functions, high technology and sophisticated design. The voluminous fridge meets all your needs with its digital indicator, 00 C section, inoxidable frame, hygiene control system, super freeze option, super cold option, holiday option, door alarm, special bottle sections, water and ice fountains and filter system. Not to mention its chic, metallic color...
Ariston www.hotpoint-ariston.com.tr



A NEW HOOD

Silverline that has many awards with it's different designs, makes all the difference to your point of view to the hood. Decorative glassed, skylight type hood Comet makes your kitchen elegant and makes cooking enjoyable with it's fuinctional usage property. Silverline , that combines esthetic and technology in it's products, is coming with a brand new hood which is seperated with it's design from the others. v model hood is bringing peace and silence to your kitchen that is one of the hoods under Silence Serie. Comet can be distinguished easily from the others due to it's different design , stainless steel outer surface and Led lighting around. 3 white tempered glass with powerful Led lighting and 3 power Led bottom lighting your hood is shining as a skylight and the rest is having your meal enjoyably. *Silverline www.silverline.com.tr*

SHINY DISHES

Beko D8001 ESB makes dishes shiny with its vapor generator. With its shifting cyclic engine system and combined program, the D8001 ESB saves water and energy while cleaning your pots thoroughly and washing your glasses with care. Postponing, half load, tablet detergent options make your life easier. You can use your dishwasher with ease even if it is not completely full. When you choose the "less dish" option the machine arranges the water amount accordingly, thus saving energy. With its slide-in cutlery basket, your cutlery is washed without a scratch and so are your glasses. The basket can be separated from the machine making it easier to place the cutlery. In its automatic program where the level of dirtiness is confirmed by the dishwasher, the degree of water, duration of washing and amount of water to be used are all determined by the D8001 ESB. *Beko www.beko.com.tr*



kitchenware

K

plasticware

P

electrical

E

industrial

I

tableware

T

giftware

G

houseware

H

contact file

TURKISH KITCHENWARE EXPORTERS

FOR MORE INFORMATION ABOUT

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Istanbul Mineral and Metals Exporters' Association

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