

turkish kitchen

SUMMER 2012 ISSUE 10 A COMPLIMENTARY COPY FROM IMMIB

ware

Design & Designer

Mehtap Obuz
Umit Altun

Hot Trends

31 products in
5 categories

STYLE

**GATHERING
AROUND A
STYLISH TABLE**

In This Issue
120 Products

+302
ADDRESS

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ZEST
cookwares

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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**

D warm hello...
Within IMMIB, one of Turkey's leading export associations, activities carried out in order to establish Turkish products in the international sector are continuing non stop. One of these activities has been participating in the International Home & Housewares Show taking place in Chicago, USA between March 10 - 13th. The organization was handled by IMMIB for the eighth time this year. 17 Turkish companies of a total of 22, were members of the IMMIB. The area set for IMMIB in this year's fair, attended by more than 21,000 professionals from more than 100 countries, attracted a lot of attention. Turkish brands displayed mainly molding, enamel, melamine and glass kitchen and housewares. Through our "MADE IN TURKEY" motto, we not only established Turkey as a kitchenware exporter but also helped publicized our country. IMMIB is rightfully proud to have fulfill its responsibilities in the best possible way.

GETTING READY FOR HONG KONG HOUSEWARES FAIR

Another fair much like the IH & HS is on our agenda: The HKTDC Hong Kong Housewares Fair. Bringing together many companies and buyers from around the globe, the Hong Kong Fair can no longer be addressed as an Asian fair. This year's fair will take place between April 20th - 23rd and our country's national participation will be organized again by IMMIB. In the 3B and 3 Concourse areas of the fair, 525 meter square ground is reserved for Turkey where 30 IMMIB member companies will be displaying their products. Participating companies will be displaying products made of stainless steel, teflon, enamel, plastic, melamine, copper and glass. The companies will make us proud with their "Made in Turkey" stamps and get one step closer to their "500 billion dollars of export in 2023" with IMMIB.

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Vitamin C is our most effective weapon against diseases during the winter. The healthiest way to acquire our daily need of vitamin C is consuming freshly squeezed fruit juices.

CITRUS JUICES ARE TRUE WINTER CLASSICS AND THEY ARE VERY EASY TO MAKE. FUNCTIONAL FRUIT JUICERS HAVE NUMEROUS SELECTIONS. FROM ELECTRICAL ONE TO MANUAL VERSIONS, CHAMBERED DESIGNS TO TAPPED ONES; THERE IS DEFINITELY A FRUIT JUICER THAT WOULD SUIT EVERY HOUSEHOLD AND ALL LIFESTYLES.



1 Juicer-jug combo
King's Multivita juicer has a 40-Watt engine speed. With a juice capacity of 1 liter, the headpiece of Multivita starts rotating when pressure is applied. Multivita also features a cord hiding section. *King* www.king.com.tr

2 Dual function
Arnica's fruit press has an electric power option too. When you squeeze the fruit with the pressing handle, the electrical rotating headpiece starts operating and helps you squeeze to most of out of all fruits. *Senur* www.senur.com.tr

3 Fruit press
Emsan's Multi Press is not limited to citrus only, it can squeeze pomegranate as well. Allowing less pulp with its special filter system, the Emsan Multi Press has a slide-proof plastic base that grips the surface perfectly. *Emsan* www.emsan.com.tr

4 Tapped juicer
The tapped fruit juicer from Arçelik's Lal Series is easily cleaned thanks to its dismountable pieces. This electric powered product has a headpiece that is flexible enough to accommodate all sorts of fruits. *Arçelik* www.arcelik.com.tr

5 Square design
This juicer by Sinbo has a 0.9-liter chamber and its headpiece can be rotated in both directions. The design is truly original. *Sinbo* www.sinbo.com.tr



Save time on days of scorching heat

Pressure cookers are often used for time consuming food. In fact the same cookers are used in summer heat by those who prefer to spend less time in front of the stove.

PRESSURE COOKERS ARE ONE OF THE MOST IMPORTANT INSTRUMENTS HELPING THOSE WHO WANT TO COOK HEALTHY FOOD WITHOUT LOSING THEIR NUTRITION VALUE AND THOSE WHO DO NOT WANT TO SPEND MORE TIME IN FRONT OF THE STOVE DURING SUMMER. MAJOR USERS OF PRESSURE COOKERS ARE DEFINITELY CROWDED FAMILIES.

1 For crowded families

Netlon produces stainless steel pressure cookers in different volumes from 5 to 14 liters. Its products fulfill the needs of families of all sizes. Netlon pressure cookers' 3 layered capsule base helps you save energy. With easy and safe open/close lid and cooking on all kinds of stoves including induction systems, Netlon products have both TSE and CE quality standards. The 8 liter version, which comes with an extra glass lid could also be used as a steel pot. Netcelik www.netlon.com.tr

2 "The Food is ready" signal!

It is a known fact: people forget about pressure cookers' feature of cooking in a short time and they wait in front of the stove to avoid over cooking. Nice pressure cookers produced by Hisar puts an end to this problem. You just have to carry the portable alarm unit of Nice with you. Thus you don't need a cooker watch and spend time doing other things around the house. When Nice ends cooking the alarm unit warns you with a signal. Alarm is just one of the features of Nice. With four different color options; gold, red, grey and mother of pearl, innovative design, 100% safe triple security, 50% time and energy saving and convenience on induction stoves gives Nice a leading edge. Hisar www.hisar.com.tr



3 Finger control!

The new generation EasyMatik pressure cookers produced by OMS Collection feature a single finger open/close lid controls. The "button" system makes pressure cooking a very easy procedure. 70% on cooking time and 50% on energy is saved with EasyMatik products. In EasyMatik series OMS Collection presents 5,7 and 9 liter capacity pressure cookers. O.M.S. www.omscollection.com

4 Speed Champion

Cooking is very easy with Emsan Olivin. With its energy capsule base, the 6 liter capacity Olivin both avoids time consumption and facilitates energy conservation and brings the freshness of the steam cooked food to the table. Emsan Olivin has a stainless steel body, cooks even at low heats, single handed opening and closing of the lid, safety mechanism and four different color (black, lilac, purple and red) options. It surely minimizes the time spent in the kitchen. Emsan www.emsan.com.tr

5 Food quickly cooked!

Designed by Turkey's leading designers Adlihan Tartan exclusively for Korkmaz, the stainless steel Flatline pressure cooker has 3 different security systems and features single handed operation. Flatline saves 70% of cooking time and 50% energy, and with two different capacities, 4 and 5,5 liters, it cooks tasteful dishes in a short time. Korkmaz www.korkmaz.com.tr

Yearlong flower carnival

Due to their continuous scrubbing and cleaning, kitchenware usually have been produced plain and patternless, but with the aid of technology, they are now presented with designs and particularly with flower patterns. Today marks a contest in finding “the best and the most special flower” for the decoration of kitchenware. There is no loser in this race as all these products are found in a variety of colors in kitchens and tables.

Blue flowers blossom in the kitchens

Coffee Delizia coffee machine from Sunflower Line produced by Blue House brings the warm breeze of spring and summer to the kitchens. Its slender body is decorated with blue flowers and has a 12 cup capacity. Coffee Delizia appeals for those who start the day with coffee and those who entertain their guests with this delicious drink and in the meantime keeps the coffee warm with its hot plate. It facilitates an easy operation with its lidded water tank, power switch, glass pitcher and water level indicator, and its filter type is basket strainer. With its flower pattern, it is also in harmony with Sunflower Line’s other products like toaster and electric kettle. *Blue House* www.blue-house.com.tr



Roses are pretty, cooking ware are even prettier...

Experts claim that rose is by far the most liked flower among women.

Employing German Weilburger technology, Cenk Metal carried the multi layered and red colored rose pattern and created a nonstick cooking appliance set. Interior of this set is dual teflon coated, which gives a very long durability.

Cenk Metal www.cenkmetal.com



Elegance in square form

Combining modernism and elegance, Hisar produced Panama Square Bone China Dinner Set adds both simplicity and a contemporary tone to all dinner settings. With its unique form, pattern with willow branches and leaves and far-from-extravagant design, Panama Square Bone China Dinner Set comprises of 85 pieces bringing a different interpretation to dishware concept. This set includes platter, soup plate, soup tureen, gravy boat, cup, salt and pepper shaker and salad bowl, which all appeal to nature lovers. *Hisar*, www.hisar.com.tr



Elegant and durable

Homend’s 1800 Watt, Waterproof 1611 and 1612 Porcelain Water Heaters feature the health and elegance of porcelain material. The base units of 1611 and 1612 are produced by

Homend’s British partner

Strix and strike out with their durable designs. Featuring a double safety system, the Homend porcelain water heaters stop working when it runs out of water or when it overheats. Once water boils, the 1611 and 1612 water heaters shut down automatically to prevent unnecessary electric consumption. The heaters complement elegant tea and coffee settings with their floral designs. *Homend*, www.homend.com.tr



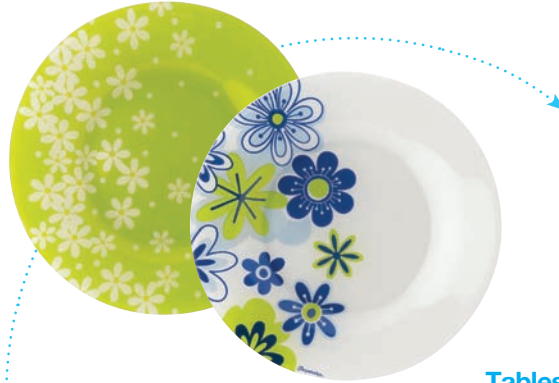
WOMEN, WHO ARE THE RULERS OF KITCHEN, WANT THEIR KITCHENS DECORATED WITH BOTH DESIGNS AND COLORS OF FLOWERS, AS IN THEIR COSMETICS, HOME IMPROVEMENT AND CLOTHING. POTS WITH FLOWER PATTERNS ON OVENS CREATE A CONTRAST WITH THE FLAMES, BUT ACTUALLY ALL THESE PRODUCTS SYMBOLIZE A SWEET SPRING AND A WARM SUMMER WITH FLOWERS.

The Tulip Era enters kitchens!

Lending its name to a distinct era in Ottoman history, tulip marks the beginning of a new era in kitchens with Korkmaz. As the ultimate spring flower, tulip now becomes a perennial plant in the form of teapot set. Designed taking inspiration from this famous flower, the Lalezar Teapot Set features a tulip pattern on its porcelain pot and the kettle. The Tulipa Cutlery Set uses tulip leaves while the Tulipa Saucepan Set borrows the elegant form of this legendary flower. The Tulipa Cutlery Set bears the signature Adlıhan Tartan, one of Turkey's most important designers. The 89-piece set brings a shiny elegance to all table settings. *Korkmaz www.korkmaz.com.tr*

A giant daisy on breakfast table

The Papatya Breakfast set by Obje Plastik, blooms on breakfast settings like a giant flower. Resembling a daisy with each leaf functioning as a vessel for different foods, the set has a transparent lid fitting its shape which enables users to keep food fresh in refrigerators for a longer period of time. The folding handle system allows the set to cover a smaller space in the refrigerator. Each leaf of the set are designed featuring a different color and can be disassembled for easier cleaning. The Papatya Breakfast Set can also be used for serving snacks with drinks. *Obje Plastik www.objeplastik.com*



Tables set with flowers

The Workshop range by Paşabahçe, designed to reflect the colors and patterns of nature on glass, features plates adorned with floral prints as well. Thanks to these plates, a bundle of flowers appear in front of all the guests at a dinner table. Bringing the rejuvenating dynamism of spring and summer months right into our homes, these printed tables from the Invitation range by Paşabahçe, feature highly durable patterns thanks to the special tempered production techniques. Each plate featuring a multicolored flower bundle are dishwasher safe without any loss of color.

Paşabahçe www.pasabahce.com.tr

Colorful flowers in non-stick products

The Grandeur Non-stick range by Savaşan Emaye features products that reflect the energy and warmth of blooming spring flowers. Produced using 1,50 mm carbon steel material with outer surface coated with heat resistant porcelain enamel, the Grandeur Non-Stick range underlines durability as well as visual elegance.

The five-piece set with inner surface coated with Greblon Non-stick material, is available in various designs. All the handles of the set are produced from stainless steel in matching colors and forms.

Savaşan www.savasan.com





1 Presenting history...

The art of İznik tile gave its best products during the Ottoman period and especially in 16th Century and Anikya, its beneficiary today re-interprets all its tile work with historic procedures and contemporary designs. One of these is the pedestal fruit bowl 35 cm in diameter and produced with the glazing technique. Anikya decorated both interior and exterior of the bowl with Çintemani pattern, thus presenting an alternative and matchless gift item for those interested in history, tiles and traditional art. The undulate lines in Çintemani pattern represents the lines on the tiger skin and patches represents the marks on leopard skin. And this explains why the Çintemani pattern, which represents power and might is often used on the robes of sultans. Anikya www.anikya.com

2 Silver's dance with glass

Two superior and valuable materials, silver and glass meet in Akcam's Silverina series and assembled with traditional and contemporary techniques. There are 15 different options in the Diamond series, which are considered as the artwork of Turkish glass masters. Glittering Diamonds stand out wherever they are placed and they are 99 percent silver plated. Akcam www.ak-cam.com.tr

3 Modest but functional

As for their color, transparency, slimness and radiance, the Q430 series products of Asil Ticaret are known to be the closest porcelains to Bone style. Apart from their convenience in cleaning and hygienic feature, none of these products contain lead and cadmium. Q430 dual bowl set is kiln dried at 1350 degrees, which gives them a longer life and the care taken in glazing makes them more tolerant to acidity and scratches. With all these features, Q430 dual set never fades in color and never loses its original state, no matter how often they are used. Asil Ticaret www.asilticaret.com.tr / www.noblelife.com.tr

Giving a gift needs care

When it comes to purchasing a gift, everyone's preference is different. Some with the hope of not to be forgotten, some with the hope of being remembered. We have chosen souvenirs from both categories. It is up to you to choose from...

IT IS ACTUALLY GIFTS FROM BELOVED FRIENDS THAT TURN HOUSES INTO HOMES. WITH THOSE GIFTS WE KNOW WE ARE NOT FORGOTTEN AND ALWAYS REMEMBERED. SOME MAY BE MODEST, THEIR PRICES MAY BE MODERATE, SOME ARE SLEEK AND ALMOST PIECES FROM A MUSEUM. WHICHEVER IT MAY BE, EVERYONE LIKES TO RECEIVE A GIFT.

4 Harmony of turquoise and gold

The 9 piece Alem-i Meşk series designed by Canba is aimed at promoting and carrying on the magnificent history of the 700 years long Ottoman Empire. These designs present the perfect harmony of turquoise and gold, and solely handcrafted as a special collection... The relief designs are all handcrafted and decorated with 24 carat gold leaf, the series are ideal as favorite pieces as "eternal" gifts. Canba www.canba.com.tr

5 From fairy to reality

Şehrazat plate design by Arda Glassware is ready to lead the way to a different dream world for those in love with fairy tales. Şehrazat made from 100% glass is the turquoise, vivacious and ornamental product of a process by applying organic dye from the bottom of the plate. What makes these dyes special is their organic feature, thus completely hygienic. Şehrazat is produced solely as a decorative item and the designers at Arda Glassware can apply the desired dye as requested. The company recommends hand washing and no dishwashers for these plates. Arda Glassware www.ardaglassware.com



Little helpers in the kitchen



Steel cookers, multi functional robots and smart ovens are not necessarily the essential helpers in the kitchen. Sometimes even the smallest kitchen appliance could help work done quickly.

THE VALUE OF A SHARP KNIFE IS REALIZED WHEN IT BECOMES BLUNT. THE PIECE OF CORK FLOATING IN A WINE BOTTLE IS THE PROOF OF A LACK OF QUALITY CORKSCREW. ACTUAL FUNCTION OF THE PRACTICAL KITCHEN APPLIANCES IS TO HELP QUICKLY FINISH SMALL WORK AND GIVE YOU MORE TIME FOR REAL KITCHEN WORK.



1 Small but a great helper

MCM42024 compact kitchen robot and MFQ40304 electric beater which is included in Bosch's Styline Red Diamond Series is the new face of energy and spirit in the kitchen. This set is a product of advanced technology and with its fuchsia color and ergonomic design it brings joy and enthusiasm to the kitchens. With a minimum space over the counter this set easily cuts, whisks, grates. Using Bosch MFQ40304 Styline electric beater, its specially shaped steel whisking points help in getting more intense and delicious results. MCM42024 Styline compact robot has a Red Dot 2010 design award winning drawer which keeps the attachments safely. Its LED indicator warns when blender or bowl is misplaced and this 800 Watts robot mixing bowl has 500 grams capacity, and flour mixtures up to 1,5 kg could be prepared. Bosch www.bosch-home.com/tr

2 For spaghetti lovers...

Making spaghetti with Hascevher's Spaghetti Pot is simply an entertainment. Its lid with drainer even makes an easy use. With its special Italian design grips, you don't need any drainer. When you lift the pot its grips wind the body and drains easily. Made from a special alloy non-corrosive steel and polished outer surface, this pot also has a specially designed lid which prevents spilling during boiling. Hascevher www.hascevher.com.tr

3 Food processor in the kitchen

Owning an Arnica Prokit 777 Robomeat Food Processor is equal to hiring help in the kitchen. Its 800 Watt engine, 1,5 liter blender and compartment, automatic safety system, 3 different speed levels and pulse operating system makes Prokit 777 Robomeat a highly skillful help in the kitchen. Mincing meat, preparing traditional stuffed meatballs with its special apparatus, stuffing sausages with its funnel, slicing, grating, kneading, whisking cream and pressing fruits rank among the basic functions of Prokit 777. Senur www.senur.com.tr

4 End to all blunt appliances!

No more blunt knives, scissors and even screwdrivers at homes with Sharp Electric Knife Sharpener by Blue House. Working in the kitchen will be much faster and easier with Sharp, which features separate sharpening sections for all these appliances. With its elegant design, heat resistant plastic body, 2 special whetstones for thin and thick sharpening, on/off button and automatic cable winder, Sharp is a compact product. Blue House www.blue-house.com.tr

5 A single move is enough

WineUp series of Homend removes the cork of a wine bottle with just a single move. WineUp 2201 Electric Corkscrew's charge unit removes 30 corks with speed. Both the hood cutter and the main body could be fastened over the charge unit. WineUp 2202 has stylish box and different accessories. And its digital thermometer shows both the room heat and the charge level. With a vacuum remover it sucks the air from the bottle, preserving the remaining wine. With its neck collar and special bottle stub it makes serving wine a ritual. Metallic grey WineUp 2203 and black colored WineUp 2204 Electric Corkscrews' compact designs also save space. Homend www.homend.com.tr



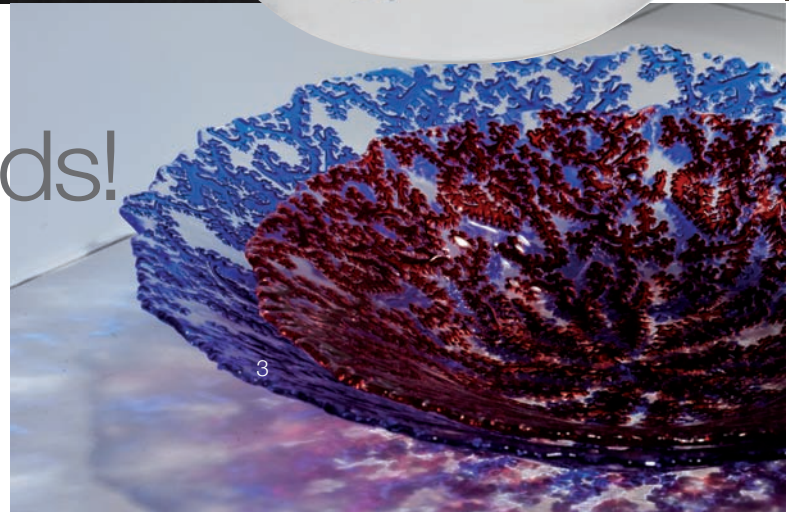
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Elegant bowls for delicious salads!

Spring and summer months are ideal for table settings adorned with salads. The reds of tomatoes, the greens of peppers and cucumbers, curly reds of Lollo Rosso, purslane salad with yoghurt and even multicolored fruit salads with delicious aromas... As well as those on diets, salads are favorites of all those who wish to eat healthy, and since they are now indispensable elements of all summer meals, they surely deserve an elegant presentation.



3

DISHWASHER SAFE SALAD BOWLS MADE FROM PORCELAIN, CERAMIC AND GLASS ARE NOTHING NEW. WHAT'S INTERESTING IS THAT EYE CATCHING BOWLS THAT SEEM LIKE ACCESSORIES SUITABLE FOR SIDEBOARDS OR MIRROR SIDE PRESENTATION CAN ALSO BE USED ON TABLE SETTINGS AS SALAD BOWLS AND ARE DISHWASHER SAFE TOO.

1 Advantages of a wide rim

The large size salad bowl by 3D Glassware has a 36 cm diameter and strikes out not only with its capacity but also by its wide rims. Suitable for serving all kinds of salads, the biggest advantage of this bowl is that it's made of clear glass. This enables all the contents to be visible from outside and consequently enrich table settings. With a variety of diameters like 19, 21, 26, 29 and 36 cm, these salad bowls deserve to be close at hand not just during summer but throughout the year. 3D Glassware www.3dglassware.com

2 Pastoral salads

This salad bowl from Paşabahçe's Pastoral range is ideal for table settings that choose "return to nature" as their main theme. As well as its simple but elegant looks the bowl displays the healthy looks and sheen of glass together with the naturality of the salad it contains. The Pastoral Salad Bowl is an ideal piece for all summer meals. Paşabahçe www.pasabahce.com.tr

3 Coral elegance

Akcam's salad bowls each resemble a work of art and surely the most striking one is this eye-catching, colored one called Mercan (Coral). These strikingly designed salad bowls taking inspiration from the colors of nature and the energy of the spring, are available in various sizes and diameters. Like all other Akcam products suitable for daily use, the Mercan range is produced using organic and healthy materials and the patterns take inspiration from the natural corals of the spectacular Mediterranean waters. Akcam www.ak-cam.com.tr



4



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4 Because “Glass” is the healthiest

Glass is the ideal material for serving and storing food. That’s why people prefer to use it more often as part of their table settings. 2012 collection by Arda Glassware includes many options for salad bowls and dinnerware pieces in different sizes, forms and textures. Products are dishwasher and microwave safe, making them easy-to-use while their unique design makes them ever more special. Arda Glassware aims to meet all table setting needs by combining healthy glass and art. *Arda Glassware www.ardaglasware.com*

5 Endless colors and varieties

These salad bowls produced from first class crystal raw material by Sun Plastik are 100 percent suitable with all kinds of foods. Available in five shapes like round, square, cornered, bowl and triangle, these salad bowls come in sets of three. Designed specially for picnic settings and balcony dinners in summer, the salad bowls are suitable for serving side dishes as well. *Sun Plastik www.sunplastik.com.tr*

6 Right from the branch...

Proland Porcelain’s salad bowl from the My Garden range makes all the salad materials it carries seem like they were picked fresh from the branch only a few seconds ago. This 720 gr salad bowl has a diameter of 26 cm. Placing two My Garden bowls full of salad to each end of a table will turn salad service into a pleasant activity. *Porland www.porland.com.tr*

7 Boat bowls

These boat bowls by Renga featuring classic salad bowl forms, complement table settings with their length of 33 cm. The salad bowls with ribbed, embossed and clear glass options, transport healthy glass and its shiny appeal to all table settings. *Renga www.renga.com.tr*



The delicate glass doors of design opening to the world: **Ilio**

MEHTAP OBUZ WAS A PART OF THE TEAM AT DEMIRDEN DESIGN WHICH CREATED NUMEROUS UNFORGETTABLE PIECES. NOW SHE IS BRINGING DELICATE GLASS TO LIFE WITH HER DESIGNS AT ILIO. WE SPOKE WITH OBUZ ABOUT THE MEANING BEHIND HER GLASS DESIGNS AND AESTHETIC.

Mehtap Obuz is a graduate of Middle East Technical University. After graduating from the Department of Industrial Design at METU in 1988, she started seeking the most fruitful environment in which she could work in her profession at a time in which Turkey was only recently breaking its shell and opening up to the world. However, what she found out turned out a bit disappointing as she realized that even a center like Istanbul lacked a suitable environment, understanding, approach and infrastructure. That eventually led her abroad. She chose Britain and got

settled in London. Speaking about that period of her life, Mehtap Obuz explains, “No one had any idea in Istanbul regarding what our profession is all about. That’s why I wanted to go abroad and observe how things are done and decided to start in Britain. London was a very inviting city for designers. I never thought of going anywhere else. Between 1988-1990, I stayed in London and alongside my researches on design, I took part in various courses on jewelry design and ceramics, which are among my personal interests.”

After 3 years in London Mehtap Obuz succumbed to her

longing for Istanbul and her family, and returned to Turkey. In fact, her timing was simply perfect since at the time Britain was experiencing a massive economic crisis. Seeing that job opportunities are getting less and less by the day, Obuz embraced Istanbul once again. Right after her return she knocked on the door of MOB, a firm dealing with hotel interiors where she did her last internship. Following this experience she started working at a design office doing stall designs for fairs. This gave her the opportunity to “observe the design and production processes together”. This observation and experience lasted for four years, until another phase began for Mehtap Obuz. “These experiences made me realize that what I’m actually looking for is something a bit different. Aiming to work on more genuine, original things, I founded Demirden Design in 1994.”

From Demirden to Ilio

Demirden Design began to produce successful projects in no time as a union of sibling forces. First, her brother Hasan Demir who studied Industrial Design at Mimar Sinan University, and then her sister who was working as an art director in media, joined and became partners at Demirden. Demirden Design became not only a firm that does designs but a school in which every project is developed with new ideas and interpretations. Throughout the 18 years since its foundation, Demirden Design became well known by its experimental projects. It grew by the day and eventually became what is today one of the biggest design offices in Turkey, employing a total of 12 people, 8 of them designers. Alongside design and architecture, Demirden design successfully ventured into the world of graphic design. Corporate spaces like fair stall designs, stores, cafés, galleries and graphic design, product design, the tabletop products that made a smashing entry into the global market at the end of 14 years... and now Ilio!

Ilio is actually an artist, immensely elegant and “delicate” by nature, coming out from Demirden Design’s relatively durable structure. In other words, it is Demirden’s homeware brand. A door through which creativity and productivity combine forces and pour out artful designs for the home... Mehtap Obuz explains this process, why they needed the Ilio brand and why they decided on glass as the main material:

“Actually we are all people looking for meaning and aesthetics in all our works. We don’t have any meaningless works lacking a particular story, we never would. Projects of Demirden Design are pretty hard but this is because every single piece embodies those differences and delicate meanings. However most of Demirden’s projects are periodic. We wanted to introduce things that are kept in contact with life for a much longer period. That’s why Ilio came to life. Why the choice of glass?.. Glass is a craft deeply embedded in this country’s past, a craft which we



My motto

Ilio designs are not to be kept in kitchen cabinets. They are designs taken right from the center of life and reinforced with expert interpretations, designs with stories, stories told through a language of artistic sensibilities. Actually we are all people looking for meaning and aesthetics in all our works. We don’t have any meaningless works lacking a particular story, we never would.

are very good at. Paşabahçe is able to produce for many important brands in the world. Most of our glass products are shaped by the skillful hands of master craftsmen at Paşabahçe’s Factory in Denizli. The choice of tabletop glass I think came from our family’s love of spending time at the table. We come from a family which loves to wine and dine, and approach it like it’s a feast.”

Excitement of the first collection

At Ilio, designs are made mostly by four designers but that doesn’t mean they only have four designers. On the contrary, the new collection will include works by Ilio’s new designers as well. Ilio intends to manage every aspect of business, from sales and accounting to logistics and PR, in-house by distributing tasks among a team of five people and everyone in the team seems to have embraced their tasks. For example, the 4 designers who make up the management team take on the responsibility of brand and business management as well as design. With a total of nine people, this team is a part of the staff at Demirden as well.

The wide selection of designs bearing the Ilio signature are born out of true artistic sensitivity. Mehtap Obuz explains that process in which design turns into reality: “Our first collection was shaped following a period of investigation in which we looked at global brands and identified the elements that are lacking, depending solely on our artistic sensibilities. Most of the products in this collection earned us international awards and were highly publicized in global media. Those works consisted mostly the stemmed glass sets which were lacking in our collections and were identified after a meticulous survey of the industry. Of course, artistic sensibilities are involved once again during the establishment of their design stories.”

What about the collection? “New collection is not ready yet” replies Obuz. And the reason for that is clear: Mehtap Obuz is going through a very busy period. Together with Demirden, she took up the curatorship of the Turkish Marbles Exhibition organized by IMIB and EMIB. The exhibition will be open for visit at the Zona Tortona in Milan, Italy on 17-22 April. This is one of the latest projects of Demirden and Ilio. It has an international identity and the events harbor international significance. The exhibition titled “Thus Spoke the Marble: The Journey Alters You” has already generated quite a hype and surely will continue to do so.

Awards and “emotional” awards

Coming back to Ilio, we ask about the numerous awards Ilio has won... With proper pride, Mehtap Obuz explains: “Ilio has won 10 awards in its initial two years. Most important ones are the two Gold awards won at iF (International Forum Design). One of them is the communication design

award, highlighting Ilio’s brand communication and corporate identity. The second award was given to the “Twig” stool designed by Hasan Demir Obuz. Another significant award is the DME-Design Award Management Europe award highlighting exceptional brand and design management. However we also have many emotional awards. For instance our “Forest” glass set by Hasan Demir Obuz was showcased by MoMA – Museum of Modern Art in their posters for the New York subway. All of these awards marked firsts for Turkey.”

Setting the trends...

In a world where design turns into trends according to their applicability and popularity, designers can end up with different approaches. Some come up with designs in keeping with the demands set by the emerging trends while some have their designs attract unanticipated demand and surprisingly become trends. We consulted Mehtap Obuz about this as a “designer”: “There are two types of designers in the world. Those who set the trends and those who use them... We prefer to be among the trendsetting group. That’s why we set our souls free while designing. Innovative products are always noticed anyway, and find themselves being exhibited in the trends sections of fairs like Ambiente and Maison Objet. For example 2013 will witness on one hand, a continuation of younger products using simpler and natural materials. On the other hand, we will be witnessing a combination of classic handicrafts with contemporary ideas.”

And what will Ilio be doing in the meanwhile? “We will continue to create modern classics, because Ilio’s designs tell their genuine stories in a poetic language, coming to life through an equally artistic production process.”

<http://ilio.eu>

2





1. Bouquet:

A charming work of glass reflecting the elegance of a flower. Bouquet's main function is a vase however this is not a vase that's placed on a table. It appeals to those who love to decorate their surroundings with flowers and enjoy watching both the flowers and the vase while doing that. Produced in two different sizes, Bouquet brings a fresh burst of floral beauty wherever it's placed. Designed by Nil Deniz, one of the designers at Demirden Design, this unusual vase is made of clear glass, and is totally handmade.

2. Forest:

Forest series consists of six differently shaped glasses of clear, green glass. When they are placed as a group they resemble a small, glass forest at the center of the table with a little help from their green color. The white version provides a wintry take on that same forest image. Forest can't be regarded as decorative pieces as they can be used for serving all types of drinks. Designed by Demir Obuz of Demirden Design, Forest is totally handmade from glass. This is one of Mehtap Obuz's favorite designs. When speaking of Forest, she says "I find the idea of creating a landscape on a table using glasses representing trees both entertaining and bold."

3. Happycell:

Imagine a gathering where everyone is holding glasses

that look the same at first glance but in fact are individual pieces all made by hand one piece at a time. That's exactly what Happycell is. A lack of a certain shape is an advantage because it's harmony with all those uncertainly shaped pieces when brought together is simply perfect! Designed by Nil Deniz, Happycell glasses are handmade from clear glass.

4. Ice drop

Imagine a cluster of ice melting one drop at a time from twiggly branches of a tree or a marble window sill. Then place a candle on it. The impossible union of fire and ice thus comes to life in Ice drop. This is one of Mehtap Obuz's own designs and this is how she explains it: "I think it reflects my approach towards glass. The transparency of glass, its naturality comes together with the natural craftsmanship of a glass master in this free style design work. A somewhat poetic approach, one might say."

5. Lily Pad

A set of trays consisting of three pieces. The bottom piece is the largest and the top piece is the smallest. It's pretty easy to assemble and disassemble. It takes inspiration from the giant leaves of water lilies... Designed by Mehtap Obuz, Lily Pad is made of metal for a change and it's color is as green as the leaves of water lilies, freshly picked from water. The diameters are 25, 35 and 45 cm.



A quarter century in design

WHEN DESIGNING AN INDUSTRIAL PRODUCT, ÜMIT ALTUN THE FOUNDER AND OWNER OF DESIGNUM, SYNTHESIZES CUSTOMER EXPECTATIONS, SECTORAL NEEDS AND HIS OWN TASTE.

Industrial design is an elaborative profession. It is not always easy to put into effect what is taught at school or match the designer's imagination with the expectations of the customer's expectations. This is the reason why many industrial designers want to fly on their own... But how many of these can actually fly without tiring, able to figure out what is waiting for them and having an idea of where they are going? It is a hard question to answer but there is at least a clue: First you need experience. You need to have been present in all phases of design.

First steps in the sector

Ümit Altun is one of the masters of industrial design in Turkey. Graduating from the Industrial Design Department of Mimar Sinan Academy in 1985, Mr. Altun found his first job in a highly competitive sector, the automotive industry. After he finishes his military service, he starts at Teletaş and works here until 1994. Starting up as a designer, between 1991 and 1994 he gained his first experience in management. Teletaş became a milestone for Mr. Altun, as he was present in the product design and mechanics design processes of electromagnetic and telecommunication



1

products. After seven years he transfers to Arçelik as an expert designer and takes up a significant role in the establishment of the corporate identities of Arçelik and Beko in the next ten years as director of the Design Department.

This is in fact a lucky period for him... It is a phase where Turkey expands its export sector and industrial design gains more importance. Mr. Altun specializes in his profession during this period and becomes an authority. At this point, he had flown, seen what was in front of him and could figure out where he would be landing. He decides to put forth his experience in “his own way” and leaves Arçelik with the plan to start up DesignUM.

“I started DesignUM in 2004. I wanted to share my 25 years of experience in industrial product design and design consultancy with partners from different sectors. DesignUM is now known as a company that forms innovative and competitive design strategies and creates designs in this manner.”

When we say DesignUM...

What does DesignUM produce then? There are two ways to answer this question. One is formal and classic: DesignUM determines the expectations of users and designs creative products that complies with the new technology and leads the market with its design and function; a functional, esthetic and innovative product that the customer will enjoy using. The second answer lies in the DesignUM designs. When you look at these designs, it is easy to see that the needs and expectations of the sector were considered carefully, and that only after this phase the products are formed, after which each phase from sketching to production was carried out intently.

In other words, every product with the DesignUM signature -whether it belongs in the automotive industry, electrical

My motto

I believe that industrial design's appeal to human emotions, its form, texture, sound and even smell is much more important than esthetics and function. This is why my motto when creating a design is “I” should be excited about the design first!

housewares, sports products or hobby products- reads “I am the work of a master.” We listen to the secret to this success from Ümit Altun:

Commercial success in design

Design is wide concept; industrial design describes the area that we practice in within this concept. This means that the products we design must provide the conditions for industrial production and conform to new technology. We do not usually limit ourselves with the customer's requests and expectations. However we do question user needs and pay attention to base our designs on user expectations. Naturally we include form, esthetic, function and ergonomics in our work and they are musts of the work because the stronger the conceptional base, the better the commercial success. This happens through its designer's take on the product which should comply with the user's take on the product.” Another question on our minds is, does industrial design coincide with artist sensibility or are they further concepts than we think?



2



“I don’t think it is easy to directly answer this question. Some designers approach their designs as art works whereas others have a completely professional attitude. It is even possible to possess a different point of view during each particular design process. I try to balance it as much as I can. We can also handle this issue with a different point of view: When we realize designs that will not be used in mass production, we can put forth our artist side. With mass produced products, we can only reflect our artistic point of view within the constraints of production and material.”

Competing designs

DesignUM team, consisting of three other people with Ümit Altun, include their own taste, customer expectations and the needs of the sector when they are designing an industrial product. First they conceive a synthesis of all three and then they turn to design. Because this process does not only end in design, they do research and observations on determining the needs of usability.

Competitions, products designed for competitions and awards... Although it sounds strange to race ideas that have turned into concrete objects, these do have an exciting aspect for designers. We ask Mr. Altun about his ideas on design contests:

“To be honest because of our deadlines, we only participate in contests that we think are important and that is only when we find time. I received a lot of awards during my 26 years in this business, the most important one among these is the Scrics pen design contest which was my first participation in such an organization. I think it was one of the first design

contests organized in Turkey and I was awarded the first place.”

Looking at the future

DesignUM’s small house appliances are truly the center of attention in the sector. The reason behind the success of these appliances lies again in Ümit Altun’s approach. Mr. Altun tries to create products that meets customer needs more than enough because he is an expert who melts sector, user and his profession in the same pot. Of course these products must be sincere enough not to bore their users when they are used every day. Or attractive enough! Do their designs meet these criteria? The answer is short and clear: “Arçelik’s toaster and Homend’s tea machine.”

Every expert has a vision and an expectance about the future of their profession and for Mr. Altun who, has given quarter a century to this profession, in the future design and technology will be closer than they are now. This is why the means of design and production and the technology that is within designs themselves changes and is improved every day. Correspondingly designs change and are improved. Mr. Altun says “Industrial design and related professions are interlocked now, they keep triggering one another. I think the human factor will have a growing role in the design process as we get to know the customer better and create more personal designs.”

Although these seem only like guesses about the future, when the speaker is DesignUM’s founder Ümit Altun, we must stop and think about them and position ourselves accordingly.

www.design-um.com



1: Electric Coffee Pot

The electric coffee pot to be sold under the brand Kahve Dünyası, was designed by DesignUM and produced by Eksen. The top surface of the pot's electric base has been designed with lights in order to match the design's starting point "cooking coffee on coal fire."

2: Arçelik 2369 Toaster - Grill

For someone who has no information on the function of this product, it might look like a laptop. Designed for Arçelik and produced by Eksen, the K 2369 Toaster is sold under the brands Arçelik and Beko. DesignUM conducted all phases of the project, from project start up to moulding phase. The pressing and carrying handle which moves with the top section of the machine, can open by two degrees. The function of the patented joint mechanism is to hold the top part in 90 degrees position and to turn into a 180 degree grill with only pushing force. Let us remind that the product has been awarded a Design Turkey 2012 Outstanding Design Award in 2012.

3: Biopen Promotional Pen

A product designed as a promotional pen for StepPen, the Biopen is made using biodegradable bioplastic material, recycled cardboard and toxicant free ink. Though it has a simplistic look, the most important feature of the Biopen is that it has three larch seeds in its lid. Awarded the Design Turkey 2010 Good Design Award, the Biopen's seeds can grow anywhere in Turkey.

4: Titanium Steam Iron

The Observeur Design 2009 Observeur Award recipient Titanium iron was designed in order to compete with other brands in the international market. Designed by DesignUM and produced by Eksen, the iron's most significant part is its titanium overcast, scratch resistant bottom part and its easy usability on different fabrics, reducing effort to a minimum. The color range on the iron, from blue to red, informs the user about bottom heat.

5: Homend Pottoman Electric Coffee Pot

The Pottoman electric coffee pot is not only esthetic looking and technologic but also a high quality product. Its most important convenience is the transparent, scaled water indicator that rules out the need for measuring with a coffee cup.



Diverse tables...

IT IS IN YOUR HANDS TO SET CONCEPTUAL,
WONDERFUL TABLES. ALL YOU NEED TO DO IS CHECK OUT
THE OPTIONS CAREFULLY AND CONSIDER DETAILS.



JOYFUL TABLES, JOYFUL KIDS

Tables that are set according to adult tastes and choices do not usually appeal to children. You need to set their tables with colors, patterns and designs that will be to their liking while eating.



OPEN BUFFET TABLES CAN BE COLORED WITH FLOWERS.

NEON COLORS...

Not every table has to be formal and serious; sometimes colors that we are used to see at picnics can be a proper choice for tables, brings joy and happiness to guests.

Plexi pitcher: **Akyüz Plastik**, Plexi tray: **Akyüz Plastik**,
Small bowls: **Karaca**, Measuring cup: **Karaca**, Glasses:
Paşabahçe, Single plates: **Karaca**, Cutlery: **Karaca**,
Square dinner set: **Karaca**





YOU MIGHT CHOOSE TO USE PLEXI PRODUCTS WHICH ARE MORE CONVENIENT AT PARTIES OR OPEN BUFFETS.



Ice bucket: **Narin**, Glass carafe: **Karaca**, Wine and drink Glasses: **Paşabahçe**, Cutlery: **Karaca**, Salt and pepper shakers: **Karaca**, Metallic appetizer plate: **Narin**



TO MAKE SURE your tables look noble, choose a soft color table cloth and a single color bordered dinner set. Do not exaggerate details for style.



WHERE BETTER to use the power of red?



Candles: **Karaca**, Table mats: **Paşabahçe**, Meal sets: **Narin**, Gilded meal set: **Karaca**, Salt and Pepper shakers: **Karaca**, Champagne glasses: **Güral Art Craft**, Bottle bucket: **Narin**, Heart patterned plates and bowls: **Karaca**, Small glasses: **Paşabahçe**, Glass objects with heart patterns: **Paşabahçe**.

“Our work impresses and orientates even our suppliers of raw materials.”

WE TOOK A LOOK AT THE INDUSTRY AND THE FUTURE OF FOOD PACKAGING

FOLLOWING THE RISE OF SINGLE-USE, DISPOSABLE PRODUCTS,

WITH YAVUZ EROĞLU, GENERAL MANAGER AT SEM PLASTIK.

1

Could you give us a brief introduction about your firm? How long have you been active in the industry?

SEM (Standard Injection Machines) Plastik was founded in 1975, producing spare parts for agricultural implements. It acted as a supplier to many companies in this area until 1980. In 1985, we started producing plastic pieces for the telecommunication industry and supplied to various companies like Alcatel, Northern and Termal. In 1986, we started to focus more on disposable food packaging, which is now what we specialize in. Right now we are among the leading firms in plastic packaging industry. Alongside our 20.000 square meter factory in Silivri, we have a 8.500 square meter factory in Malatya, which makes us the leading firm in the industry in terms of indoor operation area. We also have a factory in Palestine with 200.000 square meter indoor space. This factory is significant as it is the first and only Turkish industrial investment in Palestine. Within SEM Plastik, there are three other companies; CredoyPolimer which deals with raw material distribution, Sem Global Dış Ticaret, the foreign trade company of the group founded in 2006 and Sem Stüdyo Design Solution. We are currently employing 350 people.



2

What type of products do you have? Could you tell us a bit about your product ranges?

We have two main product ranges. The first one is the “disposable” products like plastic forks, knives, plates etc. The second group consists of what we call food packaging or plastic rigid packaging like ice cream boxes, yoghurt drink beakers, yoghurt containers and plastic milk bottles. We also produce all the disposable products used in fast food restaurants, like hamburger boxes, lids of soda drinks, ice cream cups... There are also products categorized within the “travel group”. As SEM Plastik, we are supplying travel products to 7 of the world’s top 10 airlines. SEM Plastik products are used in meal services in all the flights of Turkish Airlines, Singapore Airlines and Emirates. Our production is not kitchen oriented. We focus more on products of mass consumption.

3

What influences you on your decision to bring a certain product to life? Do you have any international certificates?

We have a company called SEM Stüdyo which works on product based needs as well as our regular production demands. This unit consists mainly of interns and graduates from the Department of Industrial Design at Istanbul Technical University. All our new products are developed by this team. As well as certificates like the ISO9901, ISO 22000, BRC-IOP, HACCP, TSEK and the Food Registry/Production License of the Turkish Ministry of Agriculture; we make sure we use first rate, eco friendly and recyclable raw materials. We have memberships in nongovernmental organizations like PAGEV, PAGDER, ISO, ITO, ASD, ASUD, PLMA, ITCA and ÇEVKOR, taking part in various social responsibility projects.

4

Are you engaged in any R&D activities? How much of your budget is allocated to such activities? What does “design” mean for your firm?

We conduct our R&D activities through Sem Stüdyo Design Solutions. For instance, the fire-proof plate, which is a truly innovative product, was developed by this team and we became only the fourth company in the world to produce it. You can use this product both for heating and serving food. You put the food inside and place the plate in a standard oven heated up to 230 degrees, and you take out your heated food and conveniently serve it right away. It’s machine washable so

“We have a company called SEM Stüdyo which works on product based needs. This unit consists mainly of interns and graduates from the Department of Industrial Design at Istanbul Technical University. All our new products are developed by this team.”

5

Do you have any competitors? What is your strongest product when compared with your competitors?

We don’t have a competitor that does the exact production with same products. This is because in plastic production, each type of product requires its own different set of machines, techniques and raw materials. SEM Plastik brings that all under the same roof. We have competitors at each single type of product but in total, no one does exactly the same production as we do. In fact, a research conducted by Harvard University confirms that since SEM Plastik ranked 73rd on the list of fastest growing firms among all corporations and industries in the region.

6

Do you take part in fairs?

Annually, we take part in ten fairs related to our industry. Last year, as well as fairs on aviation, food industry, packaging, we also became the only Muslim firm taking part in the Kosher Food Festival in New Jersey. We believe that fairs are vital in generating trust and brand awareness. We are among the firms with the largest stalls in the packaging fairs in Turkey.

7

Can you pinpoint any pioneering, leading product? Do you have any award winning products?

The fire-proof plastic plate BorPlast and our MısırPlast products made with corn starch can be regarded as the pioneering and leading products. We recently received an award for the ice cream cups we designed for Ülker but as a firm we also win many awards in various sports, like the numerous awards we got for taking part in charity marathons.

8 Which countries do you export to? Which ones top the list?

We export to 83 countries. North America, Israel and Britain top the list. We export mainly to those countries in which the disposable food and drink consumption culture is highly developed.

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

Although we do huge amounts of sales in terms of product variety, our turnover is not that great. Firms doing the same thing in EU have turnover rates of up to 400 million Euros. That's 10 times what we are earning! We are a small scale firm. If we fail to increase our turnover in a few years, people will start knocking on our doors asking us to sell SEM Plastik. That's why we need to reach a certain growth rate and prepare ourselves for large scale partnerships. Therefore our aim is to grow fast but healthy. That's why we are planning to launch our new facility in 2013 and triple our production capacity.

10 How do international trends effect you and your production as a firm?

If we think it's a noteworthy idea, we try to comprehend it. We examine what a certain product is and how it's produced. We try to get more information out of it but as far as fairs are concerned, we primarily utilize them to examine what's going on in the industry, understanding what clients ask for, where the industry is headed to, and if we are investigating similar products, what kind of developments take place regarding those products... Keeping the buyer and the seller aside, that what we focus on first and foremost.

Plastic is always news, thanks to SEM!

THE HIGHLY CONTROVERSIAL PLASTIC IS TRANSFORMING INTO ECO-FRIENDLY PRODUCTS WITH SEM'S ENVIRONMENTALIST AND INNOVATIVE APPROACH.

BorPlast, the plate that doesn't melt in the oven

BorPlast is a first not only for SEM Plastik but also for Turkey. Developed by SEM throughout a 1,5 year-long research process, these plastic plates that "don't melt in the oven" can cook the food they contain, in ovens heated up to 180 degrees and can be used to serve them right away. Although the BorPlast plates appear like porcelain, they are quite light (110 grams) and can be machine washed over and over again. Globally produced by only 3 companies, these plates are highly sought after by airline companies as they help them lower weight and costs of Business Class operations. SEM's goal is to develop this product further to make it available for domestic use as well.



MisirPlast, the biodegradable plastic tablewares

Are you ready for plates and glasses made of corn starch? SEM Plastik's latest product, MisirPlast is truly vital for countries in which recycling and source separation are not developed. Plastic plates, glasses, forks and spoons made of corn starch instead of petroleum are totally decomposed in nature in around 1,5-2 months. MisirPlast which is also recyclable, is significant for SEM as we became the first company in Turkey to produce using corn starch PLA. Moreover, the MisirPlast products have a natural color. They are transparent, shiny and highly durable.



Food containers

SEM Plastik focuses its production mainly on food packaging. All SEM products, including yoghurt, yoghurt drink, meze and ice cream containers as well as packaging of children's food and fresh vegetables and fruits, are certified for health and hygiene.

Glasses

No more parties with single type of plastic glass used for the sake of disposability. The only difference between SEM Plastik's special wine and champagne glasses produced not only for special occasions but also for luxury airline services, and original glasses is the material.



Plates

SEM Plastik's disposable plates preferred especially by fast food restaurants, are available in various colors, sizes and thicknesses. They all have one thing in common. They are biodegradable and recyclable.

For a company that exports up to 80-90 percent of its output, “production in accordance with consumer demand” is of essence!

WE TALKED TO RAŞİT TABAK, FOUNDER AND OWNER OF

AVŞAR EMAYE, ABOUT KITCHEN UTENSILS OF THE FUTURE AND

THE IMPORTANCE OF FAIRS FOR THE MANUFACTURERS.

1

How long have you been active in this industry? Could you give us a brief information about your firm?

The story of Avşar Emaye goes back to 30 years ago. In other words, Avşar Emaye has been continuously active within this industry for the last 30 years. The initial 11 years focused exclusively on domestic markets. For the last 19 years we have been exporting to 37 countries around the world. We started up as a small firm with 15 employees and at one point ended up employing around 550 people. Despite the recent financial crises, we still rank among the biggest firms in Turkey and Europe with our staff of 350 people.



2 What type of products are you manufacturing? Could you tell us a bit about your product ranges?

Our current output consists mainly of what we call cooking utensils, like pans, saucepans, kettles. All such products are available in hundreds of combinations with various thicknesses, accessories and colors. Since 80 percent of our output is reserved for exports, an annual renewal of forms, colors and accessories has become inevitable.

3 What influences you on your decisions to bring a certain product to life? Do you have any products that bear internationally valid quality documentation? If so, which products and certificates are these?

The colored or patterned products with sheet-steel bodies covered with porcelain enamel feature four types of inner coatings, namely, enamel, PTFE non stick, ceramic non stick and porcelain. All these coatings are produced with utmost care and concern. Apart from these, we have international laboratories conducting various tests in line with the demands we receive from our clients. Our products bear the “Food Contact” test report received from INTERTEK laboratories and our firm has the ISO 9001 – 2008 quality certificate.

4 Do you conduct any R&D work prior to production? How much of your budget is reserved for R&D activities?

R&D work for both the coating materials we just talked about and our main materials and accessories are conducted in line with contemporary necessities. We reserve 2 percent of our budget for such activities.

5 What does “design” mean for Avşar Emaye? How important is the design aspect of your products?

Design holds great importance for several reasons: We regard design as possible reorganization of our products in line with current trends and the emerging tastes of the countries we export to, mostly through the dialogue we establish with our clients. Sometimes it turns out as a change in form and shape, sometimes in color or patterns. As Avşar Emaye, we believe that products which lack a meticulous design that corresponds to the demands of the client have no chance of success. Having comprehended that, we regard design as a matter of “existence vs dissolution” and take it very seriously.

“For us, fairs are places where a letter to the future is written, so to say. Fertile lands where the seeds of the future are collectively sown.”

6 When compared to your competitors, what makes your products special?

Compared to our competitors, we specialize more on inner linings. As you know, global trends in kitchen utensils nowadays put the emphasis on health issues much more than form, color and durability. People now are concerned on how the food they consume is cooked and preserved as much as what they are eating and drinking. The materials used in products that are in direct contact with foodstuff, like the ones we’re producing, are of great concern for the consumer. We are witnessing that the environment and the products that are in contact with food rank high in the agendas of the medical world as well. In accordance with this reality, Avşar became the first enamel company in the world to successfully introduce the “application of ceramic over enamel” as a new generation technique in non-stick cooking surfaces, following a year-long R&D process. All the work and effort directed to this project was warmly welcomed not just by the end-user but also by the retailers and producers of raw materials. Another new product we launched at the end of 2011 is PorSteel which serves a similar purpose. Covered with porcelain that can endure heat up to 850 degrees, PorSteel doesn’t hold detergents, is bacteria-proof, doesn’t contain nickel and produced only in Germany and Turkey. However as Avşar, we made an addition to PorSteel which we regarded essential and unlike our competitors we developed a honeycomb texture on the base of the inner porcelain coating. We became the first manufacturer to apply this innovation. This honeycomb texture is very important. It enables a homogenous dispersion of heat and holds 50 percent of the food placed in the saucepan and generate a natural non-stick quality up to 30 percent. We strongly claim that PorSteel is one of the healthiest cooking utensils in the world!

7 Which fairs do you take part in? Are there any “leading” products within your product range?

This year we took part in 10 fairs – 8 of them abroad. However we should note that we are organizing our own fair with our domestic brand Verda. We can say that our ceramic covered products and the porcelain covered PorSteel products are globally in a leading position.

8 Which countries do you export to?

We usually export 80 percent of our output but that amount occasionally reaches 90 percent. Avşar is currently the largest business in Europe and the Middle East and is exporting to 37 countries. These countries are well spread around the globe except the Far East and Australia. I would like to underline the fact that none of the products manufactured for a specific country are sold in other places. The main reason for this is that cultures and traditions differ distinctly. As an outcome of this approach we can’t stock products and have to produce strictly in accordance with the “demand of the client”. This forces us to be meticulous on planning and timing. However, in terms of production method, we conduct all these steps with success and that’s what makes Avşar different from the rest.

9 Do you take part in fairs that are important within your specific sector and that concern your production processes? How have you been influenced by these fairs?

For Avşar, international fairs are not merely platforms on which products are presented with an eye specifically focused on marketing and sales. They represent multidimensional windows opening up to the rest of the world. Thus, fairs are indispensable for Avşar. That's where we follow the latest developments. We come together with colleagues and the industry. We greatly value the synergy that comes out of it. Fairs, for us, are places where a letter to the future is written, so to say. Fertile lands where the seeds of the future are collectively sown. Here we engage in bilateral dialogues with client groups from various countries, find out about the latest developments – both negative and positive – in specific markets and keep a strict eye on the trends that shape client demands, because we are aware that these factors define the way products are shaped. For instance, the ceramic products I just mentioned were results of feedbacks we got from such fairs.

10 What are your goals for 2012-13, and the next 5 years?

Just like Avşar earned a leading, trustworthy position within the enamel and non-stick coating industry throughout the last 30 years, our goals for 2013 and forth will be the same: Engaging in serious work both in ceramic and porcelain (PorSteel) products, as well as taking steps to bring these products forward in a way that catches the consumer eye. We intend to maintain our privileged and trustworthy position by answering to the increasingly strong global concern towards health.

Unrivaled in cooking and design!

ALL OF AVŞAR'S COOKING UTENSILS ARE WORKS OF EXPERTIZE AND KEYS TO DELICIOUS DISHES.



Full décor range

The durable range which features a water based, three layered, non-stick coating, is decorated with burn proof, smut proof, lively colors and patterns. With every detailed thoroughly thought over, the range has bakelite or ceramic handles in matching colors and patterns, turning out pleasing not only to the eye but also to the kitchen décor.

Natural ceramic coated products

These products with outer surfaces embellished with relief patterns and lively colors, and inner surfaces coated with ceramic, are all non-stick. Another feature of these products are that they lead a new approach which offers an alternative to PTFE non-stick bases.





PorSteel range

The PorSteel range features products with inner surfaces coated with heat resistant porcelain and are scratch-proof, easy to clean, anti-bacterial and nickel free. The raised honeycomb texture on the surface enables a homogenous dispersion of heat as well as a naturally non-stick quality. The special stainless steel accessories and lively colors make the products even more attractive...

Relief range

This range of products with outer surfaces decorated with special relief patterns and colors, strike out the most with their specially designed handles and the panoramic glass lids. With a water based non-stick inner lining free of any cancerous materials, the products shine out with their easy to clean, anti-bacterial qualities.



Enamel range

The range with outer surfaces featuring relief patterns, full patterns, half patterns or simple colors, are easy to clean and coated with anti-bacterial porcelain enamel inside and out. Completed with stainless, metal or bakelite handles and glass or metal lids depending on the product type, the range provides a real ease of use.



“Our main goal is to produce home appliances that make life much easier!”

ACCORDING TO HAKAN KOÇER, GENERAL MANAGER AT HOMEND, SMALL HOME APPLIANCES

MUST BE CLASS A ENERGY EFFICIENT TOO. THAT'S WHY HOMEND ALLOCATES 5

PERCENT OF ITS ANNUAL BUDGET TO R&D ACTIVITIES AND THE OUTCOME IS HIGHLY SATISFYING.

1

Could you give us a brief introduction of your company?

Homend was founded in 2009 as an innovative small home appliances brands within the Index Group. It made a strong entry to the industry in 2010 with the slogan “Serving Life”. While developing products, the brand aims to make life much easier for its customers and help them spare more time for themselves and their loved ones. Homend differs from its competitors with its designs that complement each other, professional customer services and R&D activities that put customer needs first.



2 Which product ranges do you offer to the consumers?

The Homend product range includes the Adventouch1108 and 1109 Digital Irons with TÜV Rheinland Class A energy efficient continuous steam technology and the Deepsilence1209 and Greenpiece1208 Vacuum Cleaners, as well as the Royaltea1701 Talking Tea Machine, the Magiccook2501 Electronic Cooker and S3 within the smart product ranges.

Also among the Homend products that make life easier for women are Turkey's first and only glass surfaced electric grill, Grilliant1401 with 40 percent energy saving, the Projuicer2702-2703 Fruit and Vegetable Press that works with both citrus and solid fruits as well as vegetables, the multifunctional Functionall2802 Food Processor and the double bladed Robochop2103 Chopper. Homend products are available at Esse, YKM, Boyner, KRC, Emsan, Media Markt, Media Saturn, Electro World, Teknosa, Darty, Evkur and Bimeks stores as well as www.hepsiburada.com and over 600 sales points.

3 What influences you on your decision to bring a certain product to life? Do you have any products that bear internationally valid quality documentation?

In line with our "Serving Life" slogan, we aim to make life easier for consumers, especially for women. As Homend we intend to highlight energy efficiency and thus act as a leader among all brands of small home appliances. The Deepsilence1209 and Greenpiece1208 Vacuum Cleaners we developed within this scope and the Adventouch1108 and 1009 Digital Irons with continuous steam technology are all certified Class A energy efficient by TÜV Rheinland. This marked an important step not just for Homend but also for Turkey.

4 Are you engaged in pre-production R&D activities?

Since our establishment in 2010, we have been investing a lot in R&D activities in energy efficient small home appliances. We are shaping our communication strategies in ways that raise consumer awareness and enable our competitors to pay greater attention to Class A energy efficient products. Although we are only 2.5 years old, we have already applied for patents for 5 ideas, 4 industrial designs and 37 brands. Our investment in intellectual capital will continue in 2012.

"Although we are only 2.5 years old, we have already applied for patents for 5 ideas, 4 industrial designs and 37 brands."

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

Homend allocates 5 percent of its annual budget to R&D activities.

6

What does "design" mean for Homend?

Homend is a brand that started off by aiming to bring design and quality together with the customers. Noticing the void in small home appliances industry and aiming to capitalize on this the best way possible, we established the principles of our brand. Within this scope, design became an indispensable aspect of our products because as much as we like to make life easier for our customers, we also want to make life more beautiful than ever.

7

When compared to your competitors, what makes your products special?

Homend is a brand that invests in R&D, technology, visual design and quality, and thus filling a void in the small home appliances market. We aim to make life easier for our target consumer group – the women – by providing different and genuine service both before and after a purchase. We pledge to fix all problems related to our products within 48 hours after their return to Homend.

8

Are there any "leading" products within your product ranges?

The Royaltea1701 Talking Tea Machine, which is a highly innovative product, emerged as a result of Homend's meticulous R&D processes. Royaltea1701 has three different buttons with separate heat settings suitable for preparing water for tea, herbal tea/coffee and feeding. A short touch of each button adjusts the heat directly to the desired setting while a longer touch first brings water to a boil and then cools down to the heat desired. When the desired heat is achieved Royaltea1701 alerts you by "speaking", so you don't have to check the water constantly. Of course the high demand for our tea machine is not just because it speaks. We have to underline the elegant drawings made by Ümit Altun, owner of our industrial design agency Designum. A small but important detail of our product is its wide steel filter. This makes tea both tasty and well brewed.

9 Which fairs do you take part in? How do they influence your product development processes?

Last year in September, we took part in the Züchex 22nd International Housewares & Gift and Electrical Appliances Fair in Istanbul. This year we presented our products at the Ideal Homex, the spring edition of Züchex which took place on 5-8 April. We are following the main fairs in Europe and Far East depending on our product types. However, in order to enhance product development, you need to follow all the trends and happenings in all disciplines. That why we also visit other fairs focusing on glass, plastics, electronics, ceramics and components. We engage in systematic talks with R&D organizations that are open to industrial cooperation. As a matter fact, we are currently conducting several projects we initiated with some of these organizations.

10 What are your goals for 2012-13?

We aim to become the first company that comes to mind in terms of smart and energy efficient small home appliances. We will continue to develop electrical home appliances to fulfill this aim. We are in the retail business for the last 1.5 years and we have already achieved a market share of 1.5 percent. Our target for 2012 is a turnover of around 40 million TL and a sale of 400.000 Homend products. We will begin planning for abroad at the end of 2012. We will focus mainly on vacuum cleaners, irons and tea machines.

Smart products for smart kitchens

ALL THE SMALL HOME AND KITCHEN APPLIANCES BY HOMEND ARE DESIGNED TO MAKE LIFE EASIER.

Royaltea

The Royaltea1708 Talking Tea Machine has a unique system that maintains water temperature for feeding water for five hours, tea for two hours and herbal tea and coffee water for an hour. Royaltea which boils water at 100 degrees at the touch of a button, alerts the user by speaking when the water reaches the desired temperature.



Deepsilence

The Deepsilence1210, which is a member of the Homend Deepsilence Vacuum Cleaner range is ideal for those suffering from allergies with its micro filter bag with special coating, turbo brush suitable for all surfaces, anti-bacterial HEPA (H13) filter and the special dusting brush developed specially for beds. The HEPA filter provides a 99,95 percent filtering performance while the vacuum cleaner promises a "silent" cleaning with its noise level of 74 decibels.





Projuicer

The Projuicer2702 Fruit/Vegetable and Citrus Juicer saves both from family budget and counter space. Its feeding mouth with a diameter of 74mm enables juicing without the need for prior cutting or slicing. The Projuicer2702 provides ease of use with its steel filter and non-slip base that fixes itself to the countertop.



Adventouch

Those who use the Adventouch1108 Digital Iron are able to control steam by touching the sensors. With a steam controller on its arm and the ability to generate powerful steam even in the lowest heat, resulting in a 46 percent less energy consumption, the Adventouch1108 appears within the Class A Energy Efficiency category and provides high performance even at its ECO mode. The LCD screen indicates the type of fabric as well as the heat and steam levels. The micro pump system on the other hand, enables the same steam output on vertical and horizontal use.



Grilliant

The glass surface of Grilliant1401 enables ease of cleaning both at hand and in a dishwasher. Moreover, thanks to its protective frame, the surrounding surfaces are left free of splashing oil. Grilliant1401 maintains its charming looks for a long period of time thanks to its scratch-proof glass surface. With its two separate cooking sections which can be heated up to 300 degrees, the Grilliant1401 requires 40 percent less energy than similar products, consuming only 1280 W energy.

“We always have to be pioneering in product variety and design!”

WE TALKED TO FATİH KARACA, BOARD MEMBER AT KARACA PORSELEN, ABOUT THE R&D

ACTIVITIES AND THE FUTURE TARGETS OF HIS COMPANY.

1

How long have you been active in the industry? Could you give us a brief history of your company?

Karaca Porselen was founded in 1973 in Istanbul and has been active within the kitchenware industry ever since. We have two main product groups – porcelain and steel. Steel products are manufactured in our factory in Hadımköy, Istanbul while our porcelain products are produced in Tunisia using raw materials we import from Limoge, France. Among our landmark achievements is the opening of the first Karaca retail store in 2001 at Akmerkez in Etiler, Istanbul; which was followed by a rapid increase in sales points reaching a total of 66 stores at the moment, as well as about 1400 nationwide Karaca sales points including high street retail.

2

What type of products do you produce? Could you tell us a bit about your product ranges?

We have two main product groups – porcelain and steel. Porcelain group is divided into two categories within itself, which actually means that we have two separate porcelain groups, namely the transparent porcelain and the Limoges porcelain groups. The porcelain items we produce using raw materials we import from Limoges, France and the patterns that appear on them are designed in Italy and produced in Tunisia. Transparent porcelains are a bit different; we produce them using bone meal. They are structurally more transparent and elegant compared to other porcelains. However both porcelain product groups are of equal value for us.



Both product groups are subject to constant renewals, both in terms of shape and patterns. Steel production is a bit more different. We conduct that in our facility in Istanbul. Rather than patterns, we focus on new models, because as Karaca, we always have to be pioneering in product variety and design.

3

What influences you on your decision to bring a certain product to life? Do you have any international certificates?

Our main point of departure is the functionality of our products... We are highly meticulous on that. I can easily say that so far we haven't produced any products that have made a difference in design but were functionally or ergonomically inadequate! If the product presents ease of use or practicality for the user and if it stands out among its competitors in terms of design, then that constitutes an important product worth releasing to the market. We always take this fundamental point into consideration in all the work we put in our products. We do have products with international quality certificates. For example many of our products like the pressure cookers and samovar have the CE quality certificate.

Our basic point of departure is the functionality of our products.

4

Are you engaged in and R&D activities? How much of your budget is allocated to such activities?

R&D is of utmost importance for Karaca. Last year, we ranked among the top three companies in Turkey with the highest number of successful design-registration applications. We even received an award from our Prime Minister in person. Of course, every firm and brand have a specific image in the eyes of the consumers but the reasons behind Karaca's perception as a young and innovative company is all these R&D work we do for all our products. What's important is that Karaca is not, and has never been, a company that randomly releases all the new products it develops or takes inspiration from products by other brands. For example right now, the products that will be released to the market in the coming months or the products groups that will undergo changes in pattern or shape in the coming year are already set and confirmed. We always need to be prepared. And that's not all. We work with numerous designers and design studios in Turkey and abroad. There's even a research company that investigates whether a certain pattern will succeed or not! That's because Karaca is not a company that produces and sells exclusively in Turkey. We need to be able to compete internationally with major global brands. Within this scope, a significant portion of our annual budget is allocated to R&D activities.

5

What does "design" mean for Karaca? How important are design and colors in your products? How do you keep track of the latest innovations and developments in your industry?

As Karaca, we take design very seriously. Our work with local designers and international design offices are a proof of that... We especially work a lot with a design office in Milan. There are two significant factors with regards to this: Italians need to be briefed the best way possible in order to be able to create items that would appeal to Turkish taste and demands. Otherwise, some products and patterns that are highly popular in Italy or Europe end up unsuccessful in the Turkish market. After the patterns are produced following a correct brief, research companies present them to consumers and get valuable feedback. These researches are followed by corrections, and only then the products is regarded fit for release. Actually this is not the final step. How consumers react to the product in the market is also very important as these reactions help us determine our stock strategies. To summarize, all products by Karaca see the light of day only after going through these procedures one by one...

6

What makes your products special compared to those by your competitors?

We believe there are certain factors that make us special both in terms of products and as a firm. First of all, we present a wide range of products at the best prices possible without compromising quality and aesthetics. We keep in contact with the customers after sale and receive feedbacks about our products. These feedbacks and demands, help us seek innovations. We are also positioned well in terms of after-sales service. We believe that what makes us a special brand is the strong communication between us and our customers as well as the quality of our products.

7

Can you pinpoint any pioneering, leading product? Are there any awards you received for your products or as a firm?

Since its establishment, Karaca has received numerous awards among which are the GIA award (Global Innovator Award) and the Highest Patent Receiver and Highest R&D Activity awards by the Turkish Patent Institute. Since Karaca's wide product range has influenced many brands in the industry and enjoyed a pioneering role, it is more of a leadership in terms brand rather than products.

8

Do you export your products? Which products do you export and to which countries?

Export out of necessity is a new area for us. In fact, until 2009, the capacity of our factory in Tunisia was sufficient only to meet the demand in Turkey. That's why we never could begin work in exports. As of 2009, our production capacity has increased and naturally we moved towards exports. Right now the annual turnover of our export department enjoys an annual increase of 50%. We have 7 franchise stores in Baku, Azerbaijan. We also have stores in Ukraine, Germany, Britain and Sweden. Karaca products are now available in 20 countries. We are latecomers but we stand firm and strong.

9

Do you take part in any significant industrial fairs closely related to your own field of production? How do these fairs effect your production and your development as a firm?

In Turkey, we take part in several industrial fairs like Züchex and Ideal Home. These fairs are important both for investigating the latest developments within the industry and for establishing face-to-face communication with our dealers. We believe that these fairs are highly important for future development and the goals of our company.

10

What are Karaca's future targets?

Karaca's goals, investments and activities for the period until 2015 are already set up. We aim to develop our dealer network qualitatively, not quantitatively until 2015. To elaborate, we will be working not to increase the number of dealers but to make our existing dealer network function more efficiently. We will also focus on our investments and franchise possibilities abroad. Our aim is to supply 50% of our annual turnover through exports by 2015.

A nostalgic and modern touch to the porcelain

MOST OF KARACA'S TABLEWARES HAVE TRACES OF THE PAST AND CONCEPT OF THE FUTURE.



The natural bamboo style

The Bamboo-Porcelain Series merges porcelain's grace and bamboo's naturalness, becoming a eyeful, chic choice of intimate dinners. Another aspect of the series is that it can be completed according to your needs. A cutting board with plate, four service sets, a cutting board with division, a cutting board with a square plate and 3 service sets are included in the set. They most certainly add a different atmosphere to tables.

Modern Carmen

Karaca's Carmen Series consists of more than 200 selections. Designed with a modern and minimalist understanding the Carmen Series aims to make life easier... All parts of the series can be purchased together, as well as according to needs or design goals. Service plates, bowls, boat plates, appetizer plates, olive bowls, multi layered service plates, sauce plates, salt and pepper shakers, oil and vinegar bottles, ice cream bowls, sugar bowls, porcelain serving spoons, small bowls and plates, plates with sauce division, tea and coffee cups are included in the series which is ideal for very special presentations.



Letter from Istanbul!

It might sound nostalgic for a lot of people living in the age of technology, to look at a postcard and start daydreaming about Istanbul. However that is exactly the result Karaca aims to achieve: To create a naive and nostalgic atmosphere with Istanbul's silhouette and give a feel of Istanbul. Each item in this series is hand painted making the series even more special. There is also the option of combining red - creme - black color matches. Cake set, square breakfast tray, 6 piece lidded breakfast tray, baton cake plate, multiple layer cookie tray, beaded bowls, plates shaped like pomegranates, salad bowls, 3 section sauce jar, cheese jars and mugs are included in this series and the beads placed in the frame of the plates are just as appealing as drawings of stamps and postmarks on these pieces.



Colorful tables

The stoneware colorful plates in Karaca Porcelain's spring collection are ideal for those who are looking for joy and color at the table. Extremely durable and practical to use, these plates are also microwavable. The colors dominant in the Mosaic and Line series of these stoneware plates are red, orange, green and purple. The series consist of 24 pieces.



The art of savor at the table



The Table Art series designed to bring color, esthetic and functionality to dinner tables, also bring together Karaca's most esthetic and functional products. For instance the spice jar that can rotate 360 degrees can be easy to use while holding 12 different spices. Another piece that works together with this table / kitchen spice jar is the oil and vinegar bottles that work with a pump. The Table Art series includes this set of bottles that prevent over saucing with the measurements printed on them.

UNICERA and KITCHEN WORLD 2012 fairs in the spotlight!

THE FAIR BROUGHT TOGETHER MANY BIG PLAYERS OF SECTOR, ATTRACTING

MANY FOREIGN VISITORS, TURKISH EXPORTERS MET THE INTERNATIONAL MARKET.



Organized between March 14 - 18 the 24th International Ceramics Bathroom Kitchen Fair and KITCHEN WORLD 8th International Kitchen Bathroom Furniture and Embedded Furniture Fair was visited by 65,686 guests, 4,306 of which were foreign, in 5 days. The fairs were set on a record breaking 86,000 meters square. This year 308 companies from 16 countries including USA, Australia, Italy, Bulgaria, Germany, Poland, Belgium, Japan, Spain, UK, Switzerland, China, Taiwan, French Guiana and Turkey. Especially KITCHEN WORLD gained new importance for our export companies who produce kitchen furniture and embedded furniture. The fair was attended by visitors from 96 countries, setting a new record. UNICERA, on the other hand, saw a %22 increase in the number of foreign visitors. The fair presented visitors with opportunities to network among national and international companies and provided added value. The panels organized within the two fairs were equally important informing student participants on the sector.





IMMIB was at International Home & Housewares Show 2012

INTERNATIONAL HOME & HOUSEWARES SHOW 2012 WAS ORGANIZED IN CHICAGO, USA. THE NATIONAL PARTICIPATION OF TURKEY WAS ORGANIZED BY IMMIB FOR THE EIGHTH TIME.

International Home & Housewares Show 2012, was organized in Chicago, USA, between march 10 - 13 by International Housewares Association (IHA). Our national participation in the fair, considered one of the most noteworthy fairs for housewares, kitchenware and cooking equipments, was organized for the eighth time by IMMIB. The products displayed in the IH&HS fair were grouped under three titles, Clean, Contain+Sustain - cleaning and storage equipments, Dine+Design - cooking and entertainment equipments and Wired+Well - electrical housewares. Participation in the IH&HS was high; the fair was visited by approximately 61,000 guests and 21,000 professional buyers from more than 100 countries. IMMIB participated in the fair with 17 companies on a total of 297,3 metersquares in both northern and southern sections of the fair. The number of Turkish companies participating in the fair was 22 with the addition of independent companies. Turkish companies exhibited moulding, teflon, enamel, plastic, melamine and glass kitchen and housewares. With the concept "MADE IN TURKEY" foreign buyers were made aware of our country's potential. Apart from Turkey and IMMIB, Brazil, China, Germany, France, Hong Kong, Italy, Japan and Taiwan attended the IH & HS.



IMMIB is at the Hong Kong Housewares Fair 2012

One of the world's most noteworthy kitchenware fairs the HKTDC Hong Kong Housewares Fair will be organized between April 20 - 23 this year. Our national participation in the fair will be handled by the IMMIB for the eighth time. Turkish stands will take up 525 metersquare space in the 3B and 3 Concourse rooms where souvenirs, plastic and stainless steel kitchenwares will be on display. The HKTDC Hong Kong Housewares 2012 Fair will hold a dinner in the honor of Turkey's national participation on the starting night of the fair, in Renaissance Harbour View Hotel. The fair will be attended by 30 IMMIB member companies and these companies will display stainless steel, teflon, enamel, plastic, melamine, copper and glass kitchen and houswares and decoration / souvenir products.



Green quests for the kitchen

It is estimated that gold and silver gildings used on table sets will be abandoned especially with "green restaurants" choosing plain table sets instead. One of the main reasons for this is that the gildings on the porcelain get mixed in the water and harm the environment. Researchers are also looking for ways to shorten the time it takes for these materials to dissolve. Another competition that has been going on is among small house appliances and with researches on various subjects from knife sharpness to motor powers, work is carried out to prevent any loss of energy



IMMIB awarded the designers of the future!

IMMIB 2011 Industrial Design Awards was on April 3rd in the IMMIB Design and Technology High School. Councillor of Customs and Trade Ziya Altunyaldız, Governor of Istanbul Hüseyin Avni Mutlu, Turkish Exporters Assembly President Mehmet Büyükeksi and IMMIB's Coordinator President Fatih Kemal Ebiçlioglu, IKMIB Chairman of Board Murat Akyüz ve IDDMIB Chairman of Board Tahsin Öztiryaki were among guests in the award ceremony. A jury that consisted of world famous designers and Turkish industrialists awarded 32 projects that had potential to make a difference.

Hygiene, health and safe food

ACCORDING TO THE RULES OF COMMUNAL LIFE, IT IS OF UTMOST IMPORTANCE TO CONSUME HYGIENIC WATER AND FOODS. ESPECIALLY CATERING COMPANIES AND PUBLIC INSTITUTIONS LIKE SCHOOLS AND HOSPITALS NEED TO BE REALLY METICULOUS WHILE CHOOSING THEIR EQUIPMENTS. IN FACT AN IMPORTANT PORTION OF THE R&D EXPENSES OF FIRMS WORKING WITH FOOD PRODUCTS ARE INFLUENCED BY SUCH DEMANDS.



For oven fresh cakes

The cake display units produced for patisseries by the industrial cooler manufacturer Capri, are designed to preserve cakes for the maximum period possible as they are easily effected by negative storage conditions. The cake display units produced in three different types – CSS201, 211 and 221 – can be dressed in all sorts of designs demanded by the customers and can be manufactured in any size required. Preserving both the taste and design of cakes even in environments with 60 percent relative humidity, these cake displays keeps products fresh much longer than similar products by other manufacturers. Capri, continues to boost up sales by providing project designs for patisseries in keeping with contemporary needs and demands.

Capri www.capri.com.tr

Clean water for all!

The industrial water purifiers by Çelikay, provide warm and cold water with their twin stainless steel tubs and thermostatic controls. Thanks to the special filtering system produced using nanotechnologies, these gadgets have a purifying capacity of 20 tons and they do this without using any electricity. Operating both by hand and foot, these products are ideal for communal places like hospitals, schools, sports complexes and factories. Çelikay's products for domestic use, on the other hand, enable consumption of healthy water especially for families with children. Çelikay www.celikay.com.tr





Quality at International Standards

Ekber continues to attract catering companies as well as everyone concerned about health and hygiene with its stainless steel gastronorm containers, indispensable aspects of all professional kitchens. Producing in keeping with international standards, Ekber's thick bodied gastronorm containers of high quality stainless steel, continue to be the choice products of professionals who value quality more than anything. The gastronorm containers produced with depths of -10, -20, -40, -65, -100, -150 and -200, with standard, perforated or handled options, provide for all professional kitchens not only in Turkey but also in 55 countries of export.

Ekber Mutfak Gereçleri www.ekber.com

Grill for all needs

The gas grills with cast cooking surfaces available in mass production by Öztiryakiler since 2007, are all developed through in-house R&D activities. Pioneering in the development of different cooking surfaces for various types of meats through such research programs,

Öztiryakiler finalizes these processes with industrially registered practical products. Highlighting functionality and compact use in all of its products, Öztiryakiler designs cooking surfaces with both sides serving for different types of foods. Moreover, Öztiryakiler's grilling surfaces can be used in both gas and electric grills. The surface designs enable an elegant presentation of food. The trays that come with these easy-to-clean grills prevent possible spilling that may occur during grilling.

Öztiryakiler www.oztiryakiler.com.tr



Non-detergent cleaning

The multifunctional Guestinhouse steam cleaning machines provide maximum hygiene in hotel kitchens. Deep cleaning and disinfecting all the grease that accumulates on countertops and ventilation hoods within seconds, Guestinhouse works with tap water only, without the need for any type of chemical additives. Preventing detergent residues appearing due to traditional cleaning techniques, the Guestinhouse machines enable healthier working environments especially in hotels and restaurants.

Guestinhouse www.guestinhouse.com





PLENTIFUL POMEGRANATE

Pomegranate has always been a symbol of fertility. This triple pomegranate set by Akcam is designed to bring abundance to homes throughout the year. With their uncanny resemblance to a pomegranate hanging on a branch, these symbols of fertility come in different sizes and colors. And they are all products of Akcam's skillful craftsmen.

Akcam www.ak-cam.com.tr

REAL TURKISH COFFEE

The Arzum Cezve which cooks Turkish coffee just the way it should be cooked enables hosts to serve multiple cups of coffee at a single go on crowded gatherings. Thanks to Arzum Cezve real Turkish coffee can be enjoyed in all places with electricity, like homes, offices and terraces. Designed specifically for Turkish coffee, Arzum Cezve can serve five cups of coffee at a single go. Made of stainless steel with electric and cordless versions, Cezve comes with a special coffee spoon designed with the same concept. It boils water in no time thanks to its 360 degrees rotating reservoir and hidden heating coil. Arzum Cezve can also be used for boiling water. Arzum www.arzum.com.tr



HOTAIR ECO BUILT-IN OVEN

The HotAir Eco Built-in Oven by Bosch, which is marketed with the slogan "minimum energy consumption, maximum taste", strikes out with its economic features. HotAir consumes 30% less energy even from those in Class A energy standards. The special HotAir Eco cooking program developed by Bosch and specially designed for cooking at a single heat level, stabilizes the cooking conditions inside the oven and prevents unnecessary energy consumption caused by heat changes. The sensitive heat control saves 30% more energy even from its Class A counterparts and foods do not lose any of their deliciousness after cooking. This perfectly explains why HotAir Eco ovens are greedy in energy but generous in taste. This system is especially ideal for baking, casseroles and meat dishes. Bosch www.bosch-home.com





DECORATIVE SETTINGS

The modern style Gastro Studio range by Gral Porselen adds welcome elegance and glamour to all table settings. The Gastro Studio products which appeal especially to those who like to work miracles with small details, enable a combination of different tastes through an eye catching presentation. The various service pieces of Gastro Studio, like the sauce bowl, snack bowl and platter, combine various different types of forms and provides an opportunity for hosts to showcase their creativity to their guests.

Gral Porselen www.guralporselen.com.tr



CONTEMPORARY TRAYS

An elegant and modern offer from Ansan for those who'd like their service trays to be both colorful and durable at the same time... These trays which have their plastic bodies framed all over with stainless steel bands, turn presentation of hot-cold drinks into a pleasure. Another feature of these trays, which come in red, black and white, are that they are suitable for both domestic and office use. The trays which are 34,7 x 46 cm in size are 3,5 cm deep. This depth serves as a protective barrier.

Ansan www.ansan.com.tr



RED STRAWBERRIES THAT WORK UP AN APPETITE

The Strawberry Breakfast Set by Keramika is designed not only for kitchen use but also for decorative breakfast settings in balconies and summer houses. The Set, with its red dominated color scheme is ideal for working the appetites of children and youngsters. This 34-piece set is a part of the Diyar range and is embellished all over with strawberries and strawberry red which are both signs of the coming summer season. Considering that some may not like strawberries that much, Keramika has designed the same product with various other fruits and colors.

Keramika www.keramika.com.tr



CAKE SERVICE WITH REYHAN

The 3-piece 'Reyhan Cake Serving Set' by Emsan makes cake service much easier. Thanks to this set, cakes maintain their looks and cake pieces do not stick to the service pieces, making slicing much easier than it is. Consisting of a cake knife, a service tong and a service spatula, the 'Emsan Reyhan Cake Service Set' is easily washed in dishwashers too.

Emsan www.emsan.com.tr



THE "VENUS" EFFECT

Active in the tableware industry for 32 years, Canba has released Venus, which is ideal for a fresher look at homes and elegant offices. As well as its decorative use, Venus can be used at table settings for serving purposes too. Made by hand using non-lead glass, Venus features handmade 24 carat gold and platinum decorations, making it an ideal, eye-catching gift idea.

Canba www.canba.com.tr



FOR SAFE KEEPING

The triple Lunch Box Set by Bora Plastik is truly multi functional. As well as maintaining order in kitchens and refrigerators, they also keep the food they store fresh and ready for use at all times. The multi colored lids of the storage boxes make them possible to suit all types of kitchens. These three boxes, each with a capacity of 2.8 liters, can be used at various heats from -25 degrees to +95 degrees, which means they can be used both in deep freezers and microwave ovens. All pieces of the Lunch Box Set are dishwasher safe.

Bora Plastik www.boraplastik.com.tr



OPHELIA IN LACES

The Ophelia collection by Arda Glassware brings together a refined, classic style with the perfection of contemporary techniques. Ophelia, which can also be regarded as a modern interpretation of lace adapted as a decorative piece, also harbors the folkloric and modern elements Arda Glassware usually reflects on its products. Produced and gilded at hand, the Ophelia collection surely livens up all domestic environments.

Arda Glassware www.ardaglassware.com

STRONG AND CAPABLE

The Polvo Comfort Vacuum Cleaner by Felix Small House Appliances, is a new product which makes cleaning much easier with its technology and high suction power. One of the most significant features of Polvo Comfort is its silence. With electronic and mechanic suction options, the Polvo Comfort guarantees a long term use with its washable air intake and HEPA outtake filters. The floor tool that can be adjusted for various types of surfaces, the crevice tool that reaches even the most difficult spots, the small cleaning tool and the small brush are all the details that come with the product and enable a thorough cleaning. The Felix Polvo Comfort which reaches all corners with its telescopic hose, is also functional with its washable and reusable dust bag with a 4-liter capacity. Felix www.felix.com.tr





THE MAGICAL MAGICOOK 2501

Homend's Magicook 2501 which powers with only 860W energy is surely to become the number one assistant of women in the kitchen. From rice to all types of dishes, casseroles to puddings, pasta to cakes and breads, the Magicook 2501 can easily cook most types of food in a healthy way that doesn't compromise great taste that is associated to traditional Turkish recipes. The heating and warm-keeping programs of the products enable users to enjoy food as it's fresh off the stove. With 9 different cooking programs, the Magicook 2501 turns into a skilled cook with additional user defined cooking programs. The Magicook 2501, strikes out not only with its steam cooking function, approximate cooking time display and its capacity to cook for 8 people, but also with its 2 year warranty and Class A energy consumption.

Homend www.homend.com.tr



SERVICE TRAY

This 100% wood looking tray produced by Evelin & Hipaş Plastik Eşya under the Evelin brand is a highly functional kitchen utensil. Used also for tea and breakfast service, the tray is popular not only for its anti-bacterial material but also for its flexibility, its durability at heat levels from -40 to +85 and its dishwasher safe structure. In keeping with the Evelin principles, the technologies used in manufacture are also safe for human health.

Evelin & Hi-Paş Plastik Eşya www.evelin.com.tr



FREEONE FOR HYGIENE

The Freeone center-pull toilet paper dispensers by Burçak Plastik, makes toilet paper use both economic and hygienic. Letting out a single leaf at each pull, Freeone is produced from ABS plastic in two different sizes. The 21x21 cm Freeone Mini houses 14 cm-thick toilet paper rolls while the 26x26 cm Freeone Maxi houses 17 cm-thick toilet paper rolls. Freeone dispensers are available in transparent blue, silver and white.

Burçak Plastik www.burcakplast.com.tr

DRINK FRUIT JUICES!

Profilo's MP 7000 fruit press is a significant source of health to counter the spring fatigue and the vitamin and mineral loss that takes place in summer heat. Providing strong performance with its 700 watt engine, the MP 7000 enables an intake of fruits and vegetables without the need for slicing and chopping thanks to its wide fruit-vegetable feeder. The stainless steel micropore filter efficiently presses the juice out of fruits and vegetables to the last drop. The durable aluminum grippers, the non-leak lid system and the active engine management that enables use after all the pieces are assembled, demonstrates that MP 7000 is a safety oriented product. All the components of this product with a two-level speed adjuster are dishwasher safe. Other features of the fruit press are: rubber feet that prevent slippage and shaking, automatic pulp dispenser, high capacity pulp storage and container with foam brackets.

Profilo www.profilo.com.tr





JOYOUS FEEDING TIME

Hisar turns the occasionally disastrous feeding time into a fun filled activity for all parents. Designed for those who experience difficulty in feeding small children or those who want feeding times to become more pleasant, the Hisar "Kids Feeding Set" appeals to all kinds of children. The Kids Feeding Set with multicolored and pretty designs, feature various designs like lions, chicks and balloons. The sets are available in two configurations, either as a set of four with a fork, spoon, knife and a dessert spoon, or a set of 6 with a porcelain cup and bowl. *Hisar www.hisar.com.tr*



JOY OF COOKING

Noble Life's Vision Teflon Saucepan Set, demonstrates a different approach to cooking products. Firstly, all the pieces of the set are made from 5mm-thick aluminum. This poses no health risks as the inner and outer surface coating of all Vision products are made of coating materials by the world famous Italian Akzo Nobel. With this process the outer surfaces are coated twice while the inner surfaces are coated three times and both are stabilized at high heat afterwards. This makes the inner surfaces of Vision Set much durable than similar products. The outer surfaces maintain their looks even after a long period of use. The Vision is a valuable set with its heat resistant glass lids and the steam perforations on these lids as well as its handles made of high quality bakelite and attached to the body using stainless steel material. This prevents the handles from overheating so that they do not burn the hands and keep dirt and microbes away.

Noble Life www.noblelife.com.tr



A NEW PRODUCT BY PAPILLA: EPHESUS

Pioneering in design, Papilla takes its place in kitchens in 2012 as well, with its new trendy designs and colors. As well as the healthy and high quality products it presents, Papilla values high levels of aesthetics. Now it comes up with this seven-piece Ephesus range for all masters of the kitchen. With 100% pure aluminum body, durable and non-stick inner surface, enamel outer coating and elegant bakelite handles, Ephesus features two specially designed versions, continuing to add value and meaning to all kitchens. *Papilla www.papilla.com.tr*

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