# WINTER 2013 ISSUE 11 A COMPLIMENTARY COPY FROM IMMIB

**Design&Designer**METE MORDAĞ

**Cuisine Art:**Ottoman Court Kitchen







From right to left: Chairman of Istanbul Ferrous and Non-Ferrous Metals Exporters Association Tahsin Öztirvaki: 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

ello to everybody from Ambiente and Turkish Kitchenware magazine's first issue for the year 2013. Several products manufactured by Turkish firms continue to attract the attention of housewives, people interested in kitchen art, and organizations serving to the food industry. By giving great importance to innovation and investing in Research and Development (R&D), Turkish firms determine the necessities for every piece used in the kitchen and enhance their products. They started their journey with Turkish geniuses of the industrial design and they have their signatures on very different and very attractive products. Turkish firms are being followed by world with great appreciation, recognition, and admiration. Furthermore, many Turkish organizations take part in regional or even in local fairs as well as international fairs like Ambiente Internationale Frankfurter Messe. As Istanbul Mineral and Metals Exporters' Association (IMMIB), we join the Ambiente Fair for the 18th time with National Participation Organization. Aside from over 60 IMMIB participants, we are very proud of almost 50 Turkish companies that individually join the Ambiente Fair. There are two reasons for our proud: The first one is that they manufacture a lot of different and good quality products concentrated on metal, plastic, glass, porcelain, and electrical kitchenware and household goods. The second is that they present their spectacular designs with very tempting prices to the world. In a way, our whole effort is to introduce Turkish manufacturers with the quality of their products, different designs, and tempting prices. Our second stop will be International Home and Housewares Show between the dates of March 2nd and March 5th and then it will be followed by Hong Kong Houseware Fair on 20-23 April 2013.

There are many surprises awaiting for you on our magazine pages. An interview with Mete Mordağ who is an example of our surprise. He is among the representatives of industrial design. We also present Turkish Firms Aras Metal, Lux Plastic, and Arnica. We hope that you will find our article about the kitchenware used in Ottoman Palace Kitchen interesting.

We hope you a Happy Ambiente.



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06. Hot Trends Helpers to organize your kitchen, for your health bread making machines, technologically improved toasters.

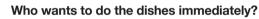
- 12. Design & Designers Creativity's summary: Mete Mordağ and Mordağ Design
- 20. Agenda Agenda of kitchenware industry via the news and the fairs.
- 24. Industrials Tasty industrial kitchens with perfect sanitation.
- 28. Cuisine Art: Ottoman Court Kitchen and table manners
- 34. Style Let's have some rest: Tea Time and Coffee Break
- 38. 10 Questions & 5 Must Haves Interviews with the directors of three leading companies: Arnica, Lux Plastic and Aras Metal.
- 50. Market Latest products, innovative and practical equipments from Turkish kitchenware
- 53. Contact File Contact list of Turkish kitchen appliances manufacturers.

# hisar ART OF DINING The Unique presentation of traditional tastes... MODEL: BARCELONA www.hisar.com.tr

# For an organized kitchen...

It doesn't matter if you are single or a family living in a house, the kitchen area where the food is prepared and stored must be clean. Being organized is "a must" for cleanness.

> THE DECORATION TREND OF HAVING MANY DRAWERS AND CUPBOARDS TO MAKE THE KITCHENS ORDERED AND ORGANIZED IS BEING ABONDENED AS THE HOUSES BECOME SMALLER. SHELVES AND STYLISH KITCHEN ACCESSORIES HAVE STARTED ASSUMING THIS FUNCTIONALITY.



This plate rack produced by Akay Plastik is for people who don't like messy dishes in the kitchen. It is an option for people who immediately want to clean a couple of dirty dishes as a result of baby or elderly care or while the dishwasher is busy. This plate rack is produced in different colors like beige, blue, green, pink, and white and it comes with a tray underneath it.

Akay Plastik, www.akayplastik.com.tr

#### Storage containers in many sizes

The storage containers produced by Akyüz Plastik is a nano technology wonder. In fact, they can store take-home foods as well as cooked food that cannot be consumed at once. Because of their antibacterial feature, they can kill 99.95 percent of the bacteries on the food. These storage cups are dishwasher and microwave oven safe and can be used in deep freezer. Akyüz Plastik, www.akyuz.com.tr

#### Shelves like Tetris

Alp Plastik's experience on storage containers shows itself with their Moonstar brand products. Maximum Storage Set is among the useful storage containers that are suitable for every need and every kitchen and it protects dry food, spices, and dried fruits and snacks with its 100 percent airtight feature. Every item in this set is produced according to the tallest item in the set and they look like Tetris game blocks on kitchen shelves.

Alp Plastik, www.moonstar.com.tr



The Bora Plastik's bread boxes are made of unbreakable Polycorbanate material and metarials suitable to food contact. These bread boxes make the kitchen decor fun while helping breads keep soft and fresh. They also attract attention with their transparent lids and diffent colors. Transparent lid is especially preferable because it shows how much bread is left.

Bora Plastik, www.boraplastik.com.tr

#### Trash can is a must!

The trash cans produced by Üçsan Plastik provide ease of use with their practical and ergonomic style. This product's design is registered and when you hit the pedal of the can, its lit opens upto 45 degree. M-829 Pedalled Trash Can provides hygen and ease of use with its inside bucket. Ücsan Plastik, www.ucsan.com.tr









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

# For everyone who wants to make their own bread..

A crispy bread out of the oven brings back a certain happy moment for everyone, especially considering the smell. For those who want to enjoy this happiness at home, bread making machines are ideal.

UNTIL RECENTLY BREAD WAS BANNED IN ALL DIETS. HOWEVER TODAY WE KNOW THAT IT HAS LOTS OF BENEFITS. THE FIBER IS GOOD FOR DIGESTION AND BALANCING THE BLOOD SUGAR IT IS GOOD FOR CIRCULATION. STILL WE SHOULD CHOOSE WHOLE WHEAT BREAD INSTEAD OF WHITE BREAD AND ESPECIALLY BET-TER IF YOU ADD GRAINS, DRIED FRUIT. IT IS POSSIBLE TO CREATE YOUR TYPE OF BREAD WITH THESE MACHINES AND ITS A LIFE-SAVER FOR FAMILIES WITH CELIAC, DIABETES OR HIGH TENSION.



Two breads at once Beko's BKK-2510 Ekmaker is a highly functional device with its two trays that can bake two breads at the same time. By baking two separate types of bread weighing 450 gr's you both save electricity and meet your house's bread demand at once. With 800 Watts power, 11 different programs, 3 different baking options and the chance to watch the process of baking.

Beko, www.beko.com

Add the dough and press the button!

✓ With Conti's Cem-101 Panne Bread Machine one can let it knead the dough itself with its 850 W power and 13 smart programs. Just add the dough in the tray and choose the color of crust, one of the settings from the menu on the LCD screen and press "start." What's more Cem-101 Panne's nonstick tray can bake 1000, 1250 and 1500 gr's of bread. Conti, www.conti.com.tr

The Baker presents the taste of your bakery King's K-107 Fırıncı (The Baker) is extremely practical from its LCD screen to nonstick tray. Fırıncı also comes with its kneading tray, measurement cup and spoon. It has 12 different program options, 13 hours of delay option and adjustable crust color and can keep the 750-1000 gr's bread warm for up to an hour. King, www.king.com.tr



If the dough is ready, we are ready!

Korkmaz's 940 Watt, 12 program and stainless steel framed A406 Multi Bread has three different baking and weighing options and it is ideal for everyone who wants to bake bread at home. Its nonstick tray lets you take the bread out easily and its protective power outage system is also appealing. Korkmaz, www.korkmaz.com.tr

Whether bread or cake or jam

Sinbo's bread machine can make cakes, jams and soups too. French bread, sandwich bread, rye, oat or grain... whatever you think of. It can make soups or casserole as well as rice or yogurt. Sinbo is a functional solution in the kitchen with its 12 program digital LCD screen, 13 hour delay mechanism, easy to take out and easy to clean dishwasher safe tray, measurement cup, spoon and kneading cup. Sinbo, www.sinbo.com.tr





Good Design Award

Mangalet Grill 100% cast aluminum grids and distributes the heat uniformly maintaining the temperature of the long period of time designed to allow you to enjoy real barbeque.

Not just a **toaster** 

The whole concept behind toaster is "between two slices of breads," When the warm version was first desired then was the toaster invented which was awesome. Because the love for toast caused the improvement of toasters.

THE KITCHENS WERE INTRODUCED WITH NEW DEVICES AND DIF-FERENT TASTES WHEN WOMEN STARTED TO BECOME A PART OF BUSINESS LIFE. BECAUSE EVERYONE HAD TO ACHIEVE MUCH MORE IN A SHORTER TIME AND THIS MEANT A DEMAND FOR TECH-NOLOGY. TECHNOLOGY IMPROVED IN TIME AND MULTIPURPOSE KITCHEN GADGETS TOOKS STAGE. JUST LIKE THESE TOASTERS.



Arcelik's toaster K-2369 TG is perfect for those that love toast and grill but are not much into fat food because it has a special part that keeps the oil outside of the grill. Arçelik K-2369 TG has a nonstick PTFE coated surface. What's more you can open the toaster like a book and use the two surfaces to barbecue. Its glass coated outer surface, cast aluminium handle, three different degrees of heat and safety mechanism make Arçelik K-2369 TG all the more appealing. Arçelik, www.arcelik.com.tr



Delicious result with safety

Arzum's AR 265 Tostçu (Toaster) Eko Grill and Toaster is a great friend for tight schedules. Its inner plates can be arranged according to the thickness of the food and can be taken out for easy cleaning. "Tostçu" has 1800 W power, three heat options, locking option, a thermostate and a warning light which make it easy to use even for those who are unfamiliar with the device. Arzum, www.arzum.com.tr

Choose your own grill

Cooking with Blue House's 420S2 Exellence make it easier through surface heat control because its two plates are both striped and plain. By choosing grill or griddle cooking and heating options you can prepare the perfect meal. With its six toast capacity and three years guarantee this Blue House design has Panini style handles, dripping cups and goes up to 180 degrees.

Blue House, www.blue-house.com.tr

To cook all kinds of "meat"

For Era Grill's SM-20 Toaster toast is just one of the foods it can prepare. Because its main function is to cook all kinds of meat. Chicken wings, fish, chorizo, beef, steak, even shish kebab! Three degrees of heat options, 180 degrees openable structure, lockable lid and adjustable upper lid makes this toaster both chic and functional. And stainless steel Era SM-20 can also be kept vertically.





**Design award for functionality** 

Standing before you is a device that was awarded with Design Turkey 2012 Best Design Award! Korkmaz's A305 Vertex Toaster has a design that truly different than all previous toasters. At first look you think it's a box. But this is a 800 Watt and 100 per cent cast aluminium toaster. Its grills can be taken off and cleaned easily. The A305 Vertex is ideal for small families and small kitchens with two toast capacity and comes in red, green, yellow and blue colour options. Korkmaz, www.korkmaz.com.tr



### PROFESSIONAL KITCHEN LINE



"There is no end to industrial design as it is constantly evolving!"



WHEN YOU ENTER THE OFFICE OF MORDAĞ DESIGN, AN ASTONISHING VIEW AWAITS YOU. DRAWINGS, DESIGNS THAT FOLLOW ONE ANOTHER IN THE MONITOR, PRODUCTS... ROUND SHAPED... THINGS ON THE DESK. A METRONOME PLACED ON A FIREPLACE. AND A PIANO! I THINK THE BEST SOLUTION TO FEEDING OUR CURIOSITY IS TO START THE INTERVIEW.

#### My motto

Rationalism... This is the common starting point of my all projects and designs. To explain this better, I can say that "If you draw a line, there should always be a reason behind". If you add or erase that line, it means you either add functionality or simplicity in order to reduce the cost. When I present a design to a customer, I can always offer an explanation of every little detail, every small line I have used. No detail is added for no reason. I continue to work with the companies when they discuss how to introduce and market the product, how to place it in the catalog, what sort of model to use, where to do the photo-shoot and which marketing tools to use to promote the product. I believe that the designer should not leave after presenting the design and technical details. You are discussing a perspective with the companies, you are sharing life. Therefore it is very, very important to explain how to introduce and market the ......





ete Mordağ was born in Istanbul, in 1977. After graduating from Alman Lisesi (Deutsche Schule) and

Boğaziçi University Mechanical Engineering respectively, he attained his Master's Degree in Industrial Design from the University of Southwest Sydney. Upon his return to Turkey in 2005, he worked in Vitra and T-Design. He finds his experience of T-Design, originally a design studio, and defines is as "where he learnt the job". Mordağ is actually an "artist" who has offered industrial designs in every possible field for the past eight years.

#### What has led you to industrial design?

Actually it was "drawing". My grandfather was a painter, and I am crazy about mathematics and drawing. I really liked studying mechanical engineering but the

smell of oil paint... There is a unique smell in the houses where someone oil paints, and this smell hardly leaves your mind. I grew up in the smell of oil paint and studied mechanical engineering. The only field combining art and engineering was industrial design.

#### Which corporations have you offered industrial designs for so far?

I worked with Prima Nova and Arzum in kitchen and house ware. I draw Alurad radiators and design diving computers and watches for Innovasub which designs scuba diving equipment. I also offer intense technical support to companies like Asteknik. We also work with Lugano Glass Systems. We design garden furniture and mainly pergola for Anton Müller. We also offer designs for Palmiye, the leader of this system in Turkey.

#### Do you have a favorite sector you offer designs to?

Diving... I am also a scuba diver. Boğaziçi Scuba Diving Club, BÜSAS, was one of the one of the most special communities I was a member of. I was also the president of this club between 2000 and 2001. Murat Egi, the CEO of Innovasub, was also a president of this club 10 years before me. With Mr. Egi saying "I am creating products of this kind, let's design something together" I started working with them and I produced the iPhone cover turned into a diving watch for them. This actually is a kind of diving computer. Today diving computers cost something between 500-3000 Euros... But the smart phones used today



have so powerful processors that it is possible to add different applications and equipment. The point I step in is the cover which was needed to be designed for the iPhone changed into a diving computer, in order to enable its use underwater. The cover was designed and with the added equipment, iPhone became a diving computer which informs the diver of every movement he/she needs to do.

#### Which design of yours received the most positive feedback?

I can say that it is the bathroom cabinet I designed for PrimaNova. After this product was released, the Spanish company which is the greatest competitor of PrimaNova, had to remove its equal product from the market. Without mentioning the aesthetic features, I can say that the companies put a product on the market with the same height, same features like two compartments and equal shelves; however one had a mirror. As a consumer, between the two bathroom cabinets with the same function and same price, wouldn't you choose the one with the mirror? That is the exact point where the "industrial" part of industrial design starts. The companies are satisfied depending on the "earning" they make thanks to your designs, and they like this kind of details. This product has a margin of 35 thousand sells a year and although they still sell it with the same price, it is 5% more profitable than the others.

#### Do you need inspiration to design as well?

In design, you always need a starting point. That point creates the story behind the product. The sofa, which I designed for Istanbul Design Week with the concept of 2006, is an example of this. For this design, I threw different objects in water and I photographed the surface of the water. When you put these photographs on your wall and keep looking at the same frames every day, you can find the designs you have been searching for in the images.

#### 1. Rendy

Rendy is a project which exemplifies the need of the design to reinterpret the functionality and ergonomics of the product. If you properly analyze the features you want to add to the product, it is inevitable to reach aesthetics. Every line and every detail on Rendy have clear reasons to be there. Inspired from the concave surface formed by thin cheese slices, Rendy's special wing design allows it to be easily attached on bowls and pots of different sizes. It offers a practical and fast use with this feature and it also reduces the number of the dirty dishes. The special, round and nonslip bottom bowl allows the adjustment of Rendy's wings so that it can be used on the desired angle, and the scale-part enables the preparation of the exact amount of ingredients.

#### 2. Twister

The starting point of Twister was the aim of changing the primitive act of stirring into a useful product. The designs which make the user smile are always precious. Twister is designed for tables and it is like a toy which allows you to mix your juice by using only one finger as if you are a 5-year-old kid. Twister is an ideal mixing carafe for drinks, which need to be stirred or shook before service, such as fruit juice, lemonade and yoghurt drink which form precipitations with time. The three blender rods placed in the main reservoir are activated by spinning the rotating cap with a finger. Twister has a capacity of 1 liter and thanks to its airtight cap, it allows the fresh preservation of the drinks. With its easily disassembled parts, it is also easy to clean.

#### 3. Supbowl

The design process of Supbowl was one of the most enjoyable design periods of mine. This project, after experimenting with tens of toasts and tens of times, introduced me to a brand new design tool different than a pen, dough and a computer. An explanation says; "The etymological idea underlying the word soup is that of soaking. It goes back to an unrecorded post-classical

Latin verb suppare soak', which was borrowed from the same prehistoric German root (sup-) as produced in English sup and supper. From it was derived the noun suppa, which passed into Old French as soupe.

This meant both piece of bread soaked in liquid' and, by extension, broth poured onto bread."

[An A-Z of Food and Drink, John Ayto]





#### 4. Sirens'

Sirens' is the project in which I discovered the "design search technique" for the first time, and now I use it in almost every project. Sirens' is a seating unit which was designed by imitating several water surfaces originated by sinking objects of various forms, and composing together. I can describe the "design search technique" like this: The designer gets past of the act of looking and starts to see the details, and at that moment he/she recognizes that every curve, solution, idea is actually wandering around him/her as images, shades, and even sounds. The first step of this special design search technique is finding the stimulation point of this form or idea that is needed for the design. Before pen and paper, I study every kind of word, image or text associated with the mentioned product or the function. Some forms or ideas brought about by one of these may take the project to unbelievable stages. Before pen and paper, I start with sinking objects in water and take photographs of the surface formed.

#### 5. Allegro

Allegro project is one of my aesthetic favorites. I guess that's why it has such a beautiful name: Allegro, a musical definition, which states a joyful, lively and moderately fast tempo. Allegro dish rack, with its cutting board that can be shoved under the body and its compact size, presents a novel design for contemporary kitchens.



#### What are these round shaped designs on your desks for?

I designed them for Arzum. Arzum Dropy is a teapot wiping pad and Arzum Dropy Max is a desktop teapot wiping pad. The Dropys are designed to keep the steam, which condenses and drops while pouring tea, away from the bottom of the teapot. Murat Kolbasi, the CEO of Arzum, wanted a solution for this problem. The first one is to be placed at the mouth of the boiler and when you need to use the teapot; you swipe the bottom on this piece letting the water drop in the boiler again. Dropy Max is aimed to create a kind of drying surface. It is being sold to tea gardens nowadays. The water or the drink under the tea glasses and coffee cups is dried on this surface.

#### Piano?... Do you play it?

I do but I use the piano and actually music for my designs. For example, I use it to create a design. Palmiye had some expectations regarding the clothing of the pergolas. In the end it is a piece of cloth and it has to have some pattern.

In order to sell a pattern to people, you have to tell them the story of that pattern. On the other hand, there is the need for minimum 150-200 patterns. Therefore I had to design how the design of the patterns would be created. I had to create an algorithm and bring up the story of this algorithm. Our story was music, and the piano helped at this point. As music is a kind of mathematics, I created the designs through mathematics. I transferred the three keys pressed by the right hand and the long, single key played by the left hand onto the design. When I placed this design module in linear or asymmetrical shapes or 90 degree angles, I obtained many patterns from Beethoven's Piano Sonata No. 14. In this way also, the most important marketing tool of the company was created as well; they start by saying "I will sell you music, not images". Sometimes they even say "We can create a special design for you from your favorite composer".

#### Is there a criterion for success in industrial design?

If the company makes money from the design, this is the success of the industrial design. Many very successful designs, even some with Red Dot Design awards, are not on the market anymore. The important point here is not the functionality of the product which is created from the design, but the number of the people buying this product. It might be a great design, it might impress everybody around it, it might be told to

break new grounds; yet if it doesn't sell, it is the end of that product. However great the design might be, if no one buys the product, it means it is not profitable for the company.

#### What would you like to design for only yourself?

A metronome... because this is an unbelievable product; yet if you search it on the internet, you can see that there is nothing different. There are some electronic versions but even their designs are the same... In fact, this is the simplest tool in the world and it doesn't even need to have legs; the only important thing is the sound it makes. I would love to design a metronome but there is not a single producer in Turkey. I would also like to design a monofin. Monofin is a kind of flipper where you put both your feet in the same hole and if you learn to move like a dolphin, it enables you to swim very fast. Metronome and monofin are things I use and can enjoy working on.



### Design Turkey Industrial Design **Awards Handed**

THANKS TO TURQUALITY® AWARDS PUTS TOGETHER

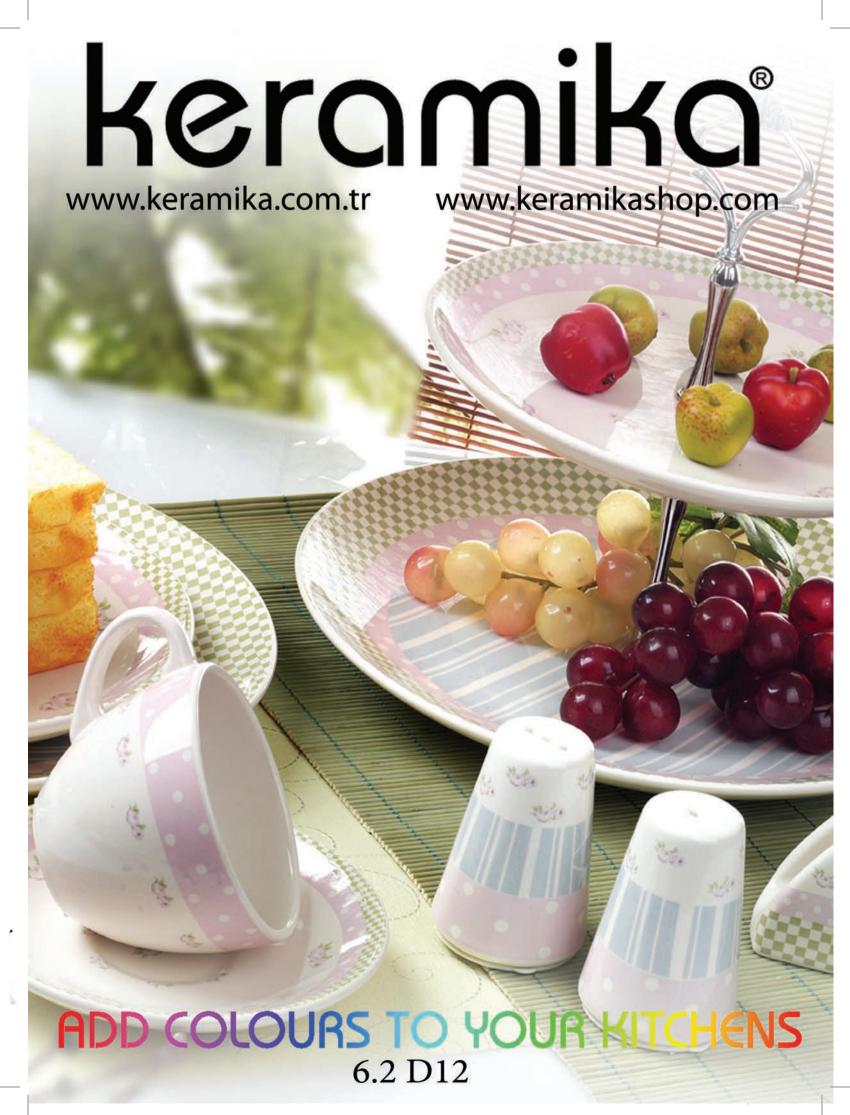
THE BEST DESIGNS AND THE BEST DESIGNERS TOGETHER



Design Turkey Industrial Design Awards, organized within the TUROUALITY® Program, have been handed to winners for the third time with a ceremony on Novermber 30, 2012. Evaluated by world renown design experts, 90 industrial designs out of 410 were awarded with Good Design and 14 were awarded with Excellent Design Awards. 2 out of 19 applicants for Conceptual Design have been also been awarded. Guests in the ceremony organized by the Finance Ministry, Turkish Exporters' Assembly and Industrial Designers Association, included many personalities from the business and design world as well as Minister of Finance Zafer Caglayan and Turkish Exporters' Assembly President Mehmet Büyükekşi. Organized as part of the work carried out to turn TURQUALITY into a brand the ceremony is held every two years. This year 70 applicants presented work in the field of home furniture design making it the highest number of applications in a field. The Design Turkey Industrial Design Awards aims to spread a design awareness in Turkey and to add value and competitiveness to Turkish products in the international market. All successful desings are stamped with the "Design Turkey" logo.

All successfull designs of the organization will be stamped by "Design Turkey" logo.









### Turkey focuses on innovation for a week

The Turkey Innovation Week was organized by Turkish Exporters' Assembly (TİM) between 3 - 8 December 2012. Bringing together people from all age groups who are interested in innovation, the event also created an interactive environment for students, businessmen, designers and project owners. With the strategic partnership of Arçelik and the Turkish Economy Bank the Turkey Innovation Week started with an opening speech by Prime Minister Recep Tayyip Erdoğan. Minister of Finance Zafer Çağlayan and TIM President Mehmet Büyükekşi also spoke at the opening, after which an award ceremony announcing Arçelik as the Most Innovative Company in Turkey, was organized. Mimar Sinan University and Sakarya University, which apply with the highest number of participants to respectively design competitions and research-development project market organizations, were given innovation awards. As part of the event panels were organized with themes of technology, innovation and research-development. Bringing together the press, academia, industrialists and investors, the event and the exhibitons were attended by thousands of people.

## The leader of kitchen and houseware products fairs



Europe's leading kitchen and houseware products fair Ambiente will be organized between 15-19 February 2013 this year. As the Istanbul Mineral and Metals Exporters' Association (IMMIB) will also be part of the 18th National Participation Organization. The fair will be set up on three halls, with a total size of 1350 metre squares and will exhibit steel kitchenware products, plastic houseware products and souvenirs. Turkish houseware market will be represented by 61 IMMIB National Stand Participators and 50 individual Turkish participants. This year 10 companies from Kahramanmaraş Kitchenware Cluster will also be displaying products within the national pavilion of IMMIB.

#### **İMMİB's 2012** Industrial Design Competition Winners Announced

Organized for the eigth time in 2012 with the theme "Design for Persons with Disabilities, the Elderly and Children" the Industrial Design Competition handed out awards. The awards ceremony was organized at the İMMİB Erkan Avcı Technical and Industrial the same day by Deputy Finance Minister Mustafa Sever and Istanbul governor Hüseyin Avni Mutlu. 238 projects -49 of which were created by university students- participated in the competition that was organized in three categories, Metal Products, Plastic Products and Electrical Home Products for use in houses, hotels and restaurants.

Deputy Finance Minister Mustafa Sever stressed the importance of global trade in a multilateral system where developing countries have more power. He also emphasized the competitiveness of products created with the awareness of design, technology and reserach-development. The relevance of İMMİB's 2012 Industrial Design Competition has been increasing since its first organization in 2005. The competition received 2500 applications since its foundation.

#### **IHHS** and Hong Kong Fairs one after the other...

IMMIB is ready for the International Home & Housewares Show that is to be organized between 2-5 March 2013 in Chicago. IMMIB will be attending the fair with metal, plastic, glass, porcelain and electrical house-kitchenware products along with 20 other Turkish participants. These products will prove their difference with their quality, design and price. Immediately after IHHS, IMMIB will be attending the Hong Kong Houseware Fair between 20-23 April 2013 with other Turkish producers displaying products from approximately 25 Turkish companies.



### IS EVERYTHING

### IN KITCHEN



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FAST FOOD COMPANIES INTERESTED IN MASS FOOD CONSUMPTION CHOSE THEIR EQUIPMENT.



#### When experience combined with the technology...

Öztiryakiler has been producing industrial kitchen equipments for half-century and industrial dishwashers since 1989. Öztiryakiler has OBY 500 B Glass Washing Machine, OBY 500 / OBY 500 D / OBY 500 E / OBY 500 Plu Undercounter Dishwashers. OBM 1080 / OBO 1000 Eko Guilliotine Type Dishwashers, and OBK 1500 E and OBK 2000 Conveyor Dishwashers; its all products provide high level of sterilization by washing at 55 degrees and rinsing at 85 degrees. The fully automatic dishwashers, which are produced from stainless steel, have adjustable height, and are isolated against water and humidty, have wash tanks made of one piece. OBY 500 Dishwasher can wash 560 plates per hour and it has two programmes. It is also supported by the residual-current circuit breakers and fuses like other Öztiryakiler Dishwashers, and it can be controlled by a couple of buttons and can restart running after its lid opened or closed. Öztiryakiler, www.oztiryakiler.com.tr

#### Technology is at Vitamin C's service

Ekber's industrial fruit juicer has stainless steel body. Squeezer group is produced with high durability polyethylene material that is suitable for food. Besides its secure lid system to prevent the accidents, it is user friendly with low noise level while operating. It is a very popular product with capacity of squeezing 25 oranges per minute in addition to its storage part for storing fruits to be squeezed, like oranges. It has the following additional technical features: 0,37 KW engine, option of 220 or 240 Volt current, 40 Kg weight, and dimensions of 430 x 290 x 755 cm. Furthermore, this product is preferable because of its replacement parts procurement.

Ekber, www.ekber.com



info@boraplastik.com.tr



www.boraplastik.com.tr



Bora Plastik will keep on to be one of the leaders of his own category with over than 550 different models of plastic kitchenware and household



#### Fresh fruit juice from branch to glass.

An ideal hand appliance from Maskot Mutfak to drink fresh and tasty orange, clementine, grapefruit, and lemon juice right away: Orange Squeezer...

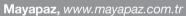
This appliance, which is produced in chrome on cast coating or electrostatic painting

coating, has wide range of utilization from school canteens to food stands. Furthermore, it can be placed over the kitchen counter at home. Its surfaces that touch the food directly are produced from stainless steel. Five year warranty is another advantage of this product.

Maskot, www.maskotmutfak.com.tr

#### For crispier fries...

Digital Deep Fryer MDF-770-9944, which is produced by Mayapaz, is an industrial kitchen appliance. Its first prototype was produced in 2007 and was put on the market at the beginning of food within 3 to 3,5 minutes and it is an energy efficient product.



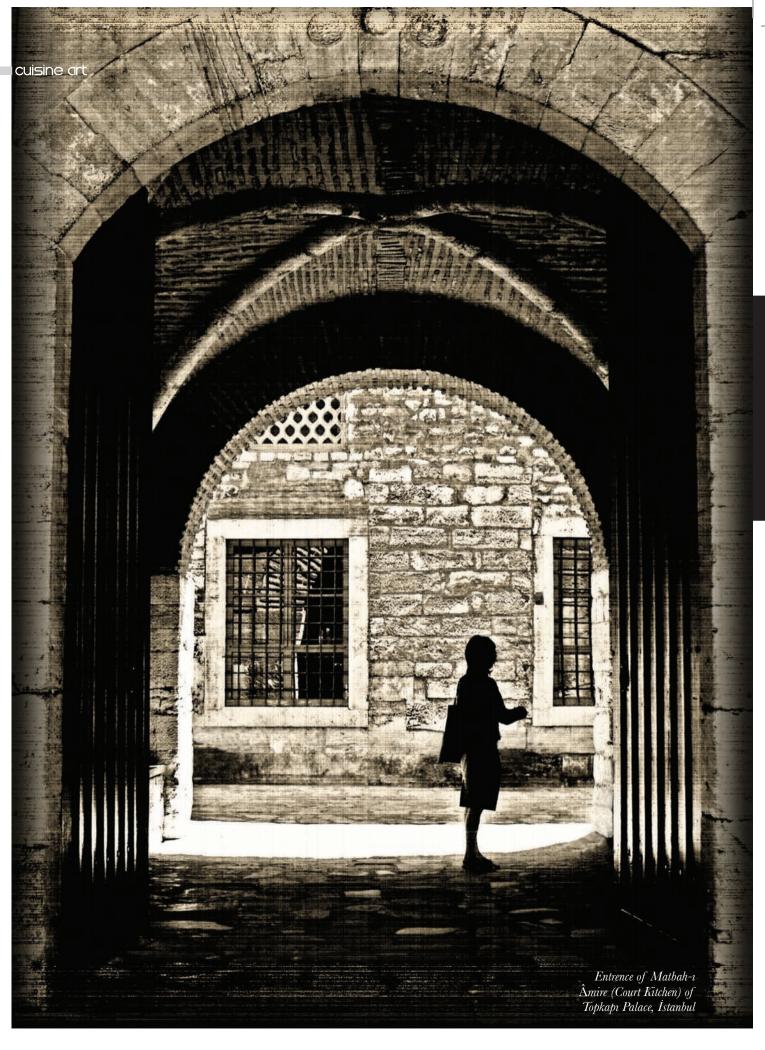




#### Multi purpose and multi rack

Multi purpose ovens produced by SGS Mutfak can cook from baklava to bread, cracker to pizza, Turkish bagels to lahmacun, and almost all Turkish and world pastry flavours. Depending on the preference, these ovens can be produced as racked, dry heated, with fermantation room, or steam heated and they are suitable for all pastries that need to be cooked in 400 degrees. The oven's upper, front, back and lower sections can be heated independently and it is supported by electronic card system. With their fume hood, specialy tempered front glass, door design that prevents heat loss, and isolated outer frame, SGS Master Ovens encapsulate the heat and eliminate odor and humidity. They can heat easily as a result of their turbo feature. **SGS**, www.sgsoven.com





# Ottoman court kitchen and

OTTOMAN COURT KITCHEN IS APPRECIATED EVEN TODAY THANKS TO ITS WORLD-FAMOUS DISHES

ALTHOUGH MAINLY FOR THE SULTAN, THE DISHES WERE PREPARED FOR THE WHOLE OTTOMAN COURT.

ABOUT THIS KITCHEN THERE IS AN IMPORTANT YET OVERLOOKED DETAIL:

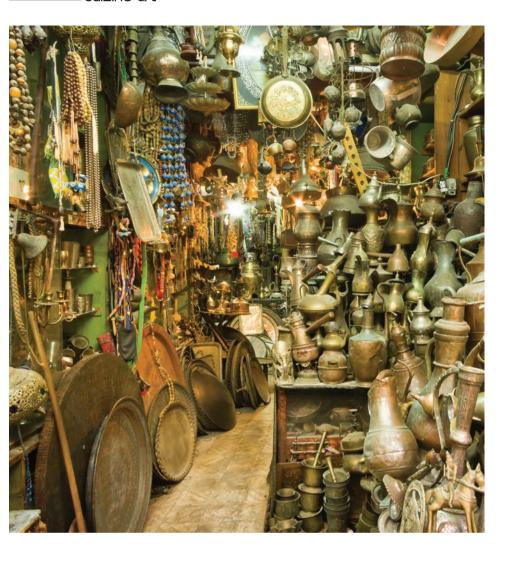
THE KITCHENWARE USED TO COOK AND SERVE THOSE DISHES...



here are many opinions on how a nation living in the steppes of Central Asia a thousand years ago, after coming out of these steppes where the choices of food was limited, created a universal culinary culture in which every dish was prepared exactly how it should be. Frankly, this was mainly because of the Turkish traditions and behavioral patterns of the Turks. For example, in every land they settled in, the Turks were never conservative apart from their religion and nationality, they always chose to blend in. Additionally, they were a nation which was not closedminded about their own culinary culture; they adopted the delicious, used and enhanced the food and the cookware of the geographies they came from and they moved to. Although they didn't live to eat but eat to live, they were a nation which approached food with respect and love while preparing, serving and consuming it after they decorated it like an artwork. So, what happened when the fertile land, rich culinary customs inherited from many different cultures, religious sanctions and all sorts of ingredients came together in an Ottoman kitchen? That's exactly where the interesting details of the Ottoman court kitchen lie!

#### Every dish has its own cook

Of course the court kitchen had a name in the Ottoman Empire: Matbah-1 Âmire... It is known that the first court kitchen built in Topkapı Palace at the time of Mehmet the Conqueror covered an area of 5250 square meters. This kitchen cooked for approximately four thousand people every day, and on occasions such as the Eids and princes' circumcision feasts, this number was more than 10 thousand. 500 people including chefs, apprentice cooks,



#### Court dinner table - 17th Century

In Topkapı Palace dinner was served twice a day; once between morning and noon, and once before the evening falls, according to some historical documents. Yet some others state that it was served four times. It is known fact that everyone would sit on the floor, around large trays which were elevated over the floor. Washing hands using a pitcher and a washbowl, and drying hands with a towel is a typical Turkish tradition even today. It is also known that everyone around the tray would eat from the same pot placed in the middle, and only spoons were used to eat. Sherbet and compote were the accompanying drinks. Serving rosewater and coffee, using incense in porcelain, brass, silver or glass censers after the dinner were also quite traditional. The Sultan was privileged; he would dine alone in Hasoda or the garden. The dinner would include boiled, baked, seasoned or kebab lamb meat, other grilled meat and desserts such as baklava, starch or rice pudding. A large cup of compote would be served after the food instead of water. The food was served in Chinese porcelains (celadon plates); metal cups were used for drinks. Instead of fork, three fingers of the right hand were used. The hands would be washed after dinner. After dinner, warm coffee would be served and amber and agar incenses were used. scullions and other personnel used to work in this kitchen. The kitchen had eight subdivisions and every subdivision had its own kitchenware, stoves, ovens as well as different chefs and apprentices with different areas of expertise. Historical sources state that in the 16th century, when the Ottoman Empire was at its largest, Matbah-ı Âmire had 60 chefs and 200 apprentices including dough, simit, rice, kebap, dessert makers, vegetable cookers and other special cooks.

What made Matbah-ı Âmire great was not only its area and number of staff. This court kitchen, which included grocery sections, storerooms and butcher's shops, was only serving with four-domed sections at the time of the Conqueror; however Helvahane and Has Kitchen were added at the time of Suleiman the Magnificent. Only desserts jam and sherbets were made at Helvahane. On the other hand, special kitchens with different names used to cook for the court people. For example for viziers and Harem "Has Kitchen", for the Sultan"Kuşhane Kitchen", for the important women of the Harem such as the mother, sisters and wives of the Sultan, "Valide Sultan Kitchen" were used. While 'Kızlarağası Kitchen" cooked for the Harem Ağası (the chief eunuch), different kitchens were used for Kapı Ağası, Saray Ağası and his men (other eunuchs), members of Divan, Hazinedar Başı (the Treasurer) and his men.

#### The importance of Chinese porcelains

How would this scene, which can be seen modest for the court of the Empire reigning over three continents, change when it would come to the presentation of the dishes? It is known that the Ottoman dinner tables were rich and delicious, but not as majestic as one would assume... Of course there were royalties on the dinner table of the Sultan; however, compared to the palaces in the West, these were pretty modest.

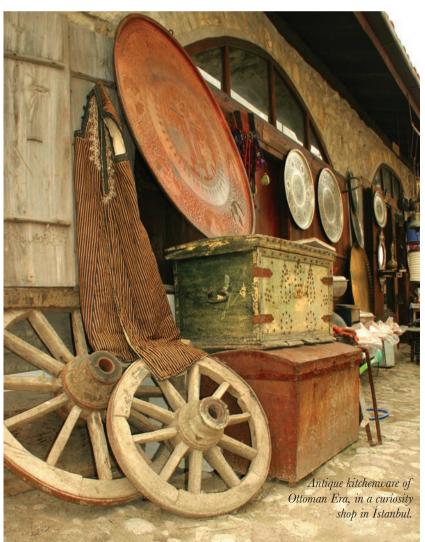
At this point it is useful to grade the kitchenware and cookware used in the Ottoman Palace. Of course, the first place goes to china. Chinese porcelains would only come from China in those times and they were counted as rare tableware; therefore the master chef who would cook for the Sultan himself would be responsible for them. That's why he was also called as "Serçini". It is also known that these Chinese porcelains would not be disposed of even when they are broken; as the famous Turkish traveler Evliya Çelebi passed on, these would be repaired by 25 masters from Tüccarlar Loncası (the Trader's Guild), or given new functions with some metalwork. The China collection of the Palace was consisted of 10 thousand 358 pieces and the

repaired China on display today are the main proof of this. We also should say that the important percentage of these porcelains was produced for the Ottoman Empire and other Islamic countries according to their tableware and cookware traditions.

The palace china included many large plates and bowls with lids, cups, washbowls and pitchers, censers and rosewater holders, jugs and canteens. Memoirs provided by the travelers give us important clues as well. The documents written by Dr. John Covel in 1675, after the dinner party hosted in honor of him by the Chief Vizier Köprülü Fazıl Ahmed Pasha, contain important tips on the dinner tables. For example, it is written that the dinner was served in expensive containers; (different types of) containers such as "mertabani" (terra cotta), "fağfur" (china), sherbet and coffee cups were used. Again from the Dr. Covel's memoirs we learn that they would not use forks, even in the Sultan's dinner table. Another traveler, Abraham Constantin Mouradgea d'Ohsson, writes that after Suleiman the Magnificent, all the sultans started to eat in china only. French traveler Jean de Thévenot says that Suleiman had fifty, gilded, silver and bronze plates.

#### European porcelains and brasses

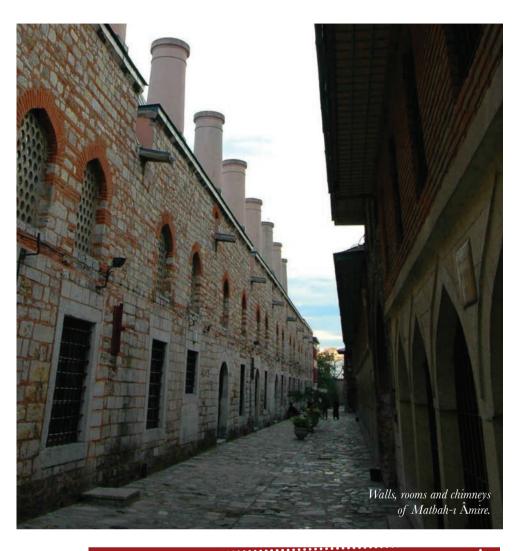
With the start of westernization, the Chinese porcelains were slowly replaced by European porcelains. The German, Viennese, French and Russian porcelains were the most important ones in the collection of over 5000 surviving European porcelain tableware. The first Ottoman porcelains produced in the 19th century in the factories located in Beykoz and Yıldız were not used in daily life but they were mostly presents or ornaments. The





#### The prohibition of gold and silver on dinner tables

Although it was once the richest empire in the world and despite the wealth and power, golden and silver tableware were exceptional in the Ottoman Empire. There were reasons for this. For start, according to sharia, golden and silver objects were forbidden for men and permitted for women. Therefore golden and silver plates and trays were used mainly in the Harem. In the Holy Month of Ramadan, the use of all the golden and silver objects was forbidden. Although in a period which started with Bayezid II and lasted less than 100 years golden and silver tableware were allowed; they were completely forbidden at the time of Murad III and then golden and silver kitchen and tableware were used only to host ambassadors. Even then, everything resembling gold or having a golden color were adored both in the palace and the immediate surroundings. That is the reason why brass objects, gilded with quicksilver on copper, were always on the dinner tables. In the same way, the Sultans would use golden Chinese porcelains for dinner.



second important group of the court kitchen was copper and brass cook and tableware. Boilers, dessert pots, lidded pots, shallowpans of different sizes, pans; as kitchen and tableware, oven peels, tongs, pitchers, washbowls, trays, sinis (large round-trays), coffee roasting pans, bowls, buckets, mortars, scales, shovels and sieves are examples of such objects. Especially brass objects were preferred in palaces and mansions for their resemblance of gold. Censers and rosewater flasks, sherbet buckets, bowls and pots with lids, pitchers and washbowls were always made of brass as well as lids for porcelain containers. The third kitchenware group was the earthenware pots and jugs, which were used among the whole Empire, from the poorest to the richest. This earthenware, which are used as casserole pots and jars today, were the indispensables of the Ottoman kitchen as dessert pots, large storing jars, cups, plates and sugar bowls. Historical documents clearly state their uses in hospices, caravanserais and in homes. Tin-coated copper or terracotta pots, wooden spoons, wooden and copper trays are some the other table wares known.

#### Kitchenware of the Court

Various historical documents written between the 15th and 19th century include important clues about the dishes and dinner table traditions of the Ottomans. The most important of these were sinis (large trays) due to the tradition of sitting on the floor to eat; large pots as everyone eats from the same pot; different bowls in which liquids such as soup, compote and sherbet would be served; and coffee sets for coffee was served after dinner. Pitchers and washbowls were important as well for the hands were to be washed before and after dinner, and censers and rosewater flasks were indispensable as they were also used after dinner.

The kitchenware names often written in the court archives are: Plate, bowl, üsküre, pot, bowl, cup, yatuk, badye, kuze (water jug), pitcher, washbowl, censer, rosewater flask, yekmürdi, canteen, jar, jug, saucer, legged bowl, anberdan, memekten (shaker), iftar plate, teapot, kumkuma (small pot), zemzemiye (water container), dessert plate, fruit plate, soup bowl, tabe (pan), spoon, compost bowl, sherbet bowl, compost üsküre and sherbet cup... Of these, China were named "fağfur", "fağfuri" or "mertebani"; İznik porcelains were named "İznik", metal ones were called "altun" or "sim", jeweled ones were named "murassa" and European porcelains were known as "Saksonyakari" or "Beçkari".



# **TURKISH KITCHENWARE CLUSTER**



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Akyüz Plastik	www.akyuz.com.tr
Albayrak Melamin ve Plastik	www.albayrakmelamin.com
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## "We aim to deliver different and functional products"

WE SPOKE TO SERHAN AKIN, THE CEO OF ARNICA, ABOUT THE PAST,

OF THE COMPANY AND THE BRAND.



Can you tell us about the history of Senur?

Senur's adventure started in 1962 in a small production workshop in Kasımpaşa. Strengthening its place in the sector with time, today, it is a major brand in the market with the establishment of Arnica in 2001. Senur has a production rate of 2 million in its 50,000 meter square factory in Istanbul Avcılar. It also makes productions for many major international brands in the same factory.

In which groups does the company make productions? In several groups such as vacuum cleaners, food preparation, beverage preparation, personal care, home devices and ironing. I should also add that our product range is constantly being updated. However I can tell you that at the moment we produce more than 74 different models.

What motivates you to realize a production? We follow trends both nationally and internationally. However sometimes we have to think outside the box and create our own trends. In these cases we focus on innovation and convenience.

Which products are internationally certified for quality? We are one of Europe's leading and most modern facilities in this area. Our products are certified with ISO 9001, ISO 14001, OHSAS 18001 placing our production quality in world standards. All Senur-Arnica products also carry the CE and ROHS certificates.

Do you carry out research and development projects before production? What is the percentage of these projects in the whole of your annual budget?

I would like to point out that Senur is one of the first producers with a research and development department and it is owing to this department that we attach a lot of importance to product design and development. We constantly work on these type of projects and we have a highly experienced team working to design different and functional products. We allocate an average of USD 5 million to our research and development department and we see the good results. Being awarded with the "A Design Awards" in Turkey and Italy is the proof of this work.

What does design mean for Arnica? How important is it for the company? Design is definitely very important for our brand... It is known in the sector that our research and development department works elaborately in this area. We of course harvest design with functionality and convenience. Because the company, Senur, does not only aim to sell more. We care about the needs and expectations of the client.

What are the discerning features of your brand when compared with those of your We have always been a leader in our sector. We made the first productions of many products. For instance we were the first producers of the electric citrus press in 1979, the food processor in 1991, the carpet washing machine in 1997, the first meat grinder for homes in 2005. With our products we are always after innovation and difference. The most important criteria is that the product is practical and functional.

"We have a highly experienced working to design different and functional products.

Which fairs do you participate as Senur / Arnica? Zuchex in Turkey, IFA and Ambiente in Europe, International Housewares Fair in USA. We participate in all fairs that matter.





#### Which products are exported to which countries? We export 30 percent of our production. We export to 40 countries at the moment. We

make OEM production for some major international companies. We export to almost all countries in Europe. We also export to the Middle East and South Africa. We started exporting to India this year.

What are your goals for 2012-13? What are your goals for the next five years? We closed the year 2011 with a 110 million Turkish Liras turnover and our expectancy of 2012 is 130 million Turkish Liras. We aim to grow by 25 - 30 per cent in 2013. Our most important target is the factory investment in Mersin... We are opening a new production line in 2013. We also have long term goals such as becoming one of the most preferred production centers in the world...

#### **Master Toaster:** Arnica Tostit

You need only one word for quick breakfasts or preparing snacks for unexpected quests: Tostit! Arnica's Tostit can prepare six paninis at a time but it also acts as a grill with its 180 degrees openable frame. This means you can prepare delicious fish, chicken or steaks in no time. Another life saving quality of Tostit is that it is easy to wash with its removable grease collector. Stainless steel frame and cast body Tostit will be a part of your kitchen for many years.

### Ideal for mothers and homemakers

ALL PRODUCTS UNDER ARNICA TARGET CONVENIENCE IN THE HOUSE AND IN THE KITCHEN

#### Jack of all trades: Arnica Prokit 444 Plus

Potatoes should be sliced, fruits should be squeezed, orange juice should be prepared, carrots should be grated, eggs should be scrambled and the dough should be mixed. These are nothing to be scared of if you have an Arnica Prokit 444 Plus in your kitchen... Just give it a little corner in your kitchen because its designed to look pretty with all its useful parts. Prokit 444 Plus is especially ideal for women who work because it is the ultimate time saver.





## **Grind** your own meat with Promeat Grande!

Promeat Grande is one of those gadgets you may call "needed in all kitchens."
Whether you want to make sausages or chorizo, now you will have the chance to prepare them in the most hygienic way possible, in your own home, with fresh meat. According to authorities at Arnica this gadget also omits the risks of bacteria forming in meat that sits aside. Stainless steel cylinders and knife, special "içli kofte" device, special sausage and chorizo cone and a large tray makes Promeat Grande a perfect kitchen device.

## **The most** practical vacuum cleaner in the world Bora 4000

This product ends the fear of cleaning the water bowl of your vacuum cleaner: Cleaning Bora 4000's water bowl is a piece of cake. A result of a year's work, Bora 4000's air flow locks the bowl immediately once the cleaner starts working. The water separator inside comes off and can be cleaned under water easily. The 2400 Watt engine on Bora can clean all surfaces from carpets to hardwood floors or tiles. Besides the steel hose and the wire all Arnica cleaners use Hepa filters.



Ironing is the nightmare of not only women, but also single men. However the multi functional Arnica Puf Puf turns this much feared chore into fun. Fighting the hardest wrinkles Puf Puf is efficient in even the persistent fabrics. The vertical ironing device makes ironing curtains easier than ever. With its stainless steel base and 360 degrees rotatable cable holder Puf

Puf makes ironing fun for

## "Innovation and imovation lead us in new product designs"

BURAK ÖNDER, DIRECTOR-GENERAL OF LUX PLASTIC,

ITS CREATIVE DESIGNS OF WHAT'S NEEDED IN "EVERY KITCHEN."



For how many years has Lux Plastic been active in the sector? Can you tell us a little about the history of your company?

Lux Plastic, is a company that has been producing plastic kitchen and bath products for 23 years. We started production in a small workshop in İstanbul, Süleymaniye and today, we have two factories in Sancaktepe and Esenyurt with a total area of 8000 metersquare. All of our products are produced in accordance with European standards. We do not only target the national market; we reach the largest chain markets and department stores in 58 countries from South America to Africa and Asia. We are getting very positive feedback.



#### In Which groups does the company make productions?

Lux Plastic has two main production groups: Plastic kitchen products and plastic bath products. We have a wide range of kitchen products. For instance storage jars, lemon squeezers, graters, bowls, trays, strainers, spoonrests, nut bowls and cookie molds in various colors and designs. Among our bathroom products I can count paper towel hangers, toiler paper hangers, soap dishes and holders. We produce approximately 200 different designs.

What motivates you to realize a production? We used to depend more on client requests and recommendations in our product designs. However we have a different approach now and design and produce different products that will create a certain habit in the market. Innovation and immovation are two basic concepts that directs us in design. In other words, we choose to produce not what is already in the market but what is different in design.

Which products are internationally certified for quality? Lux Plastic is certified with ISO 9001, ISO 14001, ISO 18001 and ISO 20001 quality certificates. All of our products have SGS, Bureau Veritas, Reg. EU 10/11 test certificates. This means all of our products are produced according to EU standards and they never cause any risk for human health when contacted with food.

What does "design" mean for Lux Plastic? Design, for Lux Plastic, means novice, difference and excitement. We are excited to put forward designs that haven't been thought of before. What's more the most important aspect of our work is design. Anyone who will take a look at our product range will see that, especially for the last four or five years, we have been producing different desings and sales figures show that we are on the right track.

Do you work with in-house designers? We currently work with two professional designers. Right now, we outsource them however we will start working with in-house designers soon. We are working on the details of this. And while we are at it, I would like to stress the importance of the design oriented work done by IMMIB. The workshops and contests they organize present the industrialists and producers in the sector with an important and valuable new vision.

> What makes your products different when compared to other companies in the sector?

for the end-user are among the qualities that makes us Lux Plastic. Another positive aspect of our company is the value we attach to customer satisfaction and the service we provide in order

Design, packaging, a rich color range, production speed and affordable prices to deliver this.

In which fairs do you participate as Lux Plastic? How do you follow the innovations and developments in the

We regularly participate in fairs such as Ambiente Frankfurt, Chicago International Home & Housewares Show, Hong Kong Houseware Fair, Züchex where we meet the importers and consumers. We also attend many international sectoral fairs as guests. This participation gives us the opportunity to closely watch the trends, innovations and developments in the international sector.



department stores in 58 countries."

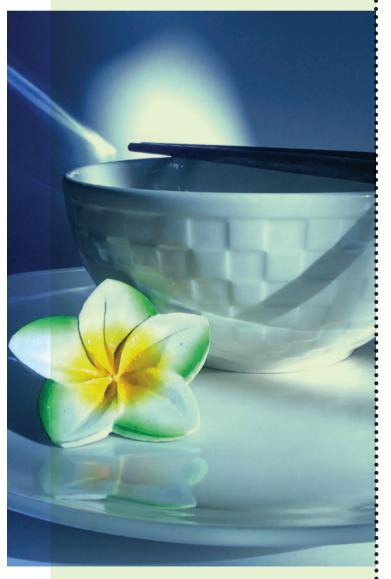
## Which products are exported to which countries? Lux Plastice also has an exporter side. Currently we ship to 58 countries from Colombia to Turkmenistan, South Africa to Italy and Mexico to Afghanistan. Our clients include the largest supermarkets, retail stores and

What are your goals for 2012-13? What are your goals for the next five years?

importers of Europe.

We aim to extend our share of the market and open up more to the international sector. Especially in the foreign market we aim to open branches. I believe that we will be successful in pursuing this goal because we have many new and different designs to be put on the market next year.

Our mid-term goal is to complete our corporate identity, improve our production technology, extend our product range and to find new channels into new markets.



# Colorful, useful, functional and even decorative!

LUX PLASTIC'S INNOVATIVE AND SMART DESIGNS MAKES DAILY LIFE EASIER.

## End of the nightmare of nutshells: Lux Nut Dish

Oh, those nuts with their shells spilling all over the house! Now with Lux Plastic's functional design they are no longer a problem. Nuts go in the upper layer and shells go in the lower layer of this ellipse shaped dish. The deep lower dish keeps the shells from spilling around when peeling the shells. For families who enjoy eating nuts in front of TV the two piece sets come in different color combinations.





#### To make festive cookies: Funny Cookie Molds

Yes, cookies smell heavenly baking in the oven but the fun part is actually the cooking. With Lux Plastic's new age Funny Cookie Molds you ready to do just that. Now you can go in the kitchen with your kids and make delicious cookies with these fun molds. With Funny Cookie Molds children will love both the taste and the shape of

## Bon appétit with Magic Lunch Box!

Mothers know... Preparing a lunch box is sometimes a nightmare. If you place the sandwich there will be no space left for the milk; you finally find a place for the fruit, the sandwich will be crashed underneath it. Lux Plastic's wonderful design of Magic Lunch Box is there to solve all those problems. Sandwiches go in one place and fruits another; nothing gets mixed up and effect the other's taste or shape. It is also a great help for those on a diet; now they can easily carry their food with them to work.



#### To squeeze lemons: Lemonex

If you live in a household where members squeeze lemon in their teas, soups or olive oil dishes, Lemonex will be a major part of your daily life. This lemon shaped squeezer will not only look decorative in your kitchen but also will keep the unused juice for next time.

#### **Decorative** Garlic Crasher

Another life saver from Lux Plastic, the garlic shaped device crashes garlic and its mechanism keeps them in its lower layer. This way you save time when you need crashed garlic for yogurt, salads or meals. Crashing garlic without touching it, you no longer have to worry about the bad smell on your hands. Lux Plastic garlic crasher is also an easy to clean, easy to wash device.



## "Design reflects the soul of the company, makes the brand indispensible for the customer!"

WE SPOKE TO, THE OWNER OF ARAS METAL, ANTIRANIK KÖSEDAĞ

WHO TURNS A SIMPLE TRASH CAN, FLOWERPOT OR WATER VESSEL INTO A COLORFUL,

LOVEABLE DECORATION OBJECT ABOUT THE PAST, PRESENT AND FUTURE OF THE COMPANY



#### Can you tell us a little about the history of Aras Metal?

Our company was founded in 1994 as a family firm. However the history dates back to the early 1950's and it is well known, well regarded and trusted in the market. Aras Metal is actively continuing its production, import and export of products made from iron, steel, copper and aluminium. Aras Metal has become a brand in the market due to the quality and practicallity of its products.

# Can you inform us about your products range? I can define our products as metal garden equipments, kitchen equipments and many more decorative and functional, unique designs. There are many products within these categories at Aras Metal. For instance, miniature versions of our colorful garden buckets decorate the tables of many cafes. Or many people use our products that were designed for houses with gardens, in their living rooms. I think this also has to do with the point of view of the buyer. You can produce a trash can but the consumer uses it for a completely different purpose.

These are all products of "demand" but I would like to ask, what motivates you to realize a product?

Those who wish fulfill the demand with a plastic product. It is, in the end, a need. What we do here, instead, is design products of demand in a chic and functional way that is in accordance with the demand in the market. We try to see these products as they are used in daily life and produce them in a way that make that daily life easier for users.

Do you carry out research and development work? What percentage of your budget goes to this work? We carry out all neccessary research and development and marketing activities in this field, in order to represent our country in the best way possible through becoming a brand and putting unique products to the market. Our achievements so far prove this work. Our research and development activities take up about % 1,5 of our budget.

What does design mean for Aras Metal?

As in every company design is very important for us. We see design as the reflection of a company's soul. Because that's what design is. It reflects the soul of the company and makes the brand indespensable for the customer. Design is remembered not only because of its visual aesthetic bot also for the functionality it brings. It emphasizes the uniqueness of the product. We choose to let the demands of the customer direct us and also improve our products in accordance with the changes in time.

"Design
reflects the
soul of the
company
and makes
the brand
indespensable
for the
customer."

What makes Aras Metal's products special and unique?
First of all, all of our products are functional. Secondly, almost all can be used both in and outdoors. This is the most important aspect of our products that makes us different than other companies. If you buy one of our products it is totally up to you to use that product according to its purpose or to use it decoratively. Another aspect that makes us different is our quality. It is essential to us that our products are high-quality. I can say that we are successful in proving that we are different through our commitment to high quality, unique designs.

In which fairs do you participate as Aras Metal?

We participate regularly in Ambiente Frankfurt, Tendence Frankfurt, Gafa Köln, Hong Kong Houseware and Paris Journes Des Collection. The international capacity of these fairs and the exchanges we have during these fairs have a positive impact on the improvement of our company.

Sometimes we are influenced by these fairs in the creation of a product. Of course another positive aspect is the growth of our export.

So you also export these products.
To which countries?
We export 90 % of our products, mainly to the USA, France, Germany, Canada, Japan and Italy.



# Do you have a product that you can call the leader? It is impossible to define only a few of our products as the leader. In other words we do not choose certain products to be leaders but produce them in a way that will make them all leaders. Our vision requires us to see all products as special and unique.

You must have future goals. Have you set any for 2013?
We certainly do have goals... In the short-term we aim to carry our achievements to 2013. We want to make these achievements permanent and raise our sales.

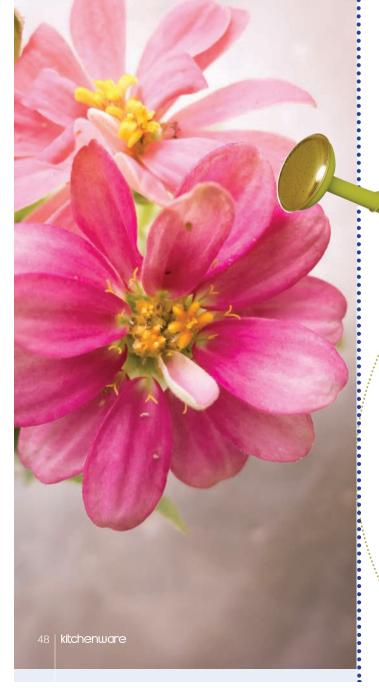
## Colors that cheer up the users and nostalgic designs

EACH PRODUCT WITHIN ARAS METAL'S RANGE COMES FORWARD WITH ITS FUNCTIONALITY. THEIR DESIGNS AND COLORS MAKE THEM USABLE IN PLACES OUTSIDE OF THESE FUNCTIONS.



## What color is your water bucket?

Whether it is the pot of flowers in your garden or the vase in your apartment you are watering, you will be surprised at the ergonomics of this water bucket. What's more, you should not think that Aras Metal chooses only one color and one model for each product because they can produce any design in any RAL and Pantone color code you like and as many as you want. Another important point for the exporter: None of the metals used in the making of these products contain heavy metal or lead. This means everyone can use these products with peace of mind.



#### A functional and decorative umbrella stand

This copper plated umbrella stand is another among Aras Metal's decorative and functional products. To be placed in entrances so that dripping umbrellas don't wet the floors on rainy days, can create a nostalgic feeling wherever it is used.



#### Valved -Trash Can

Don't be fooled by this alluring and artsy pink, what is in front of you is a real trash can. However to use this in accordance with its function is completely up to the user. What's more you can see many similar products in windows of many stores as decorative objects. Although to use it as a trash can, too, means to add color to gardens and to thresholds, many people cannot spare to throw garbage in these. So where and how to use it? That's up to your creative side!





#### **Elegance** that comes in the shape of iron handled flowers

Just like the umbrella stand this iron handled flower pot is copper plated. Besides the light it reflects, it is also a product that dazzles with its design. As with many Aras Metal products, this flower pot is also given a vintage look through antiquating techniques. Aras Metal uses many ways to antiquate material; sometimes it is done through dark spots on the product, sometimes through a rusted copper look, sometimes the products look as if they were worn out by overuse or sometimes with a look of enamel that shows the galvanization underneath. They are all brand new of course but they carry the air of souvenir from your grandmother.



These metal water pots that have been meticulously outworn by Aras Metal will give a feeling of refreshment while just sitting there on your coffee table. What is also of great importance is that there are many Aras Metal products that are produced in FDA standards using dyes that are fit for contact with food. What's more Aras Metal also uses transfer printing technique and the organic transfer printing papers can create designs and logos for the exterior surface of products.



#### LATEST NEWS FROM KITCHENWARE SECTOR

#### AN EXPERT ON PRESSURE COOKERS



Alpin Steel has two advantages: It is a company which has an intact position among the leading companies of Europe, and it manufactures only pressure cookers. This makes Alpin Steel an expert authority. Alpin Steel manufactures all its products from 18/10 CrNi 304 stainless steel, and it increases its credibility and product range with its innovative designs. The company, whose principles include producing safe products as well as creating design and color alternatives with its expert personnel, also stands out for the four-stage safety systems included in the products. Alpin Steel holds the TÜV and CE certificates and is credited for its eco-friendly attitude.

Alpin Steel, www.bertone.com.tr

#### **SIMPLICITY** BY DETAILS



Cenk Metal is a brand which offers simplicity of use by the details it adds to its products. One of the best examples of this is the Pasta Cooker. The specifically designed handles and the sievelike stainless lid make cooking pasta very easy. Thanks to this lid, not a single drop of water pours out when the lid is on, and the special handles enable the user to drain the pasta just with a single move, without having to uncover the cooker. Then comes an enjoyable pasta feast...

Cenk Metal, www.cenkmetal.com



#### **CUTE COWS, MILK-LOVING KIDS**

Herevin by Solmazer is ready to make a hit on the kids then the mothers with its brand new milk bottle design. The milk bottles adorned with cute cows which designed by Herevin. Body is glass and lid is plastic. Products are airtight and leak-free. No leakage occurs even at upside down position. Lids have easy using function and perfect plastic surface. These bottles do not include any harmful substance and are ideal to make kids love milk.

Solmazer, www.solmazer.com



#### **GREAT SOLUTIONS** FOR IRONING AND DRYING

Granit Home Products have been permanently contributing to its sector a variation, improvement and innovation of the products since 1960. Granit targets to produce high-quality products, and it was one of the first companies to be granted ISO 9001 certificate. Granit tries to respond to the requirements of end user in the best way by contributing differences to all its products. Some of them are hanger holes on basket of ironing boards that enables keeping clothes in the best shape, socks hanger kits on cloth dryers, basket for pegs, drying kit for shoes. Exporting its products to more than 44 countries and having cooperation with all hypermarket chains in domestic market Granit succeeds to be effective not only in Turkish market but also all over world.



#### **IS THE PICNIC BASKET READY?**

Orkide picnic set by Karakaya Plastik is a practical and easy-to-carry picnic equipment. This set consists of 32 pieces, including 6 glasses, 6 plates, 6 sets of cutlery and two large bowls. This set is fun like a puzzle, and it is approved by the Ministry of Food, Agriculture and Livestock. The picnic set does not include any harmful material, and it is durable between -25 and +95 °C and is dishwasher safe. Karakaya Plastik, www.karakayaplastik.com



#### THIS ENAMEL IS A FIRST IN THE WORLD!

The exterior surfaces of these products are enameled by relief decorations and vivid colors, and the interior surfaces contain special enameling made by Avsar Enamel for the first time in the world, therefore they are pretty special. The bases of the pans and pots are covered with natural ceramic over the enamel. which creates an alternative to nonstick bases including PTFE. The line also attracts attention with the bakelite decorations completing the color and the patterns of the exterior surface. Avşar Enamel, www.avsar.com

#### **NOT ONLY A "TOASTER"...**

Öztiryakiler, one of the well-known brands of industrial kitchenware sector in Turkey, has developed a toaster highly demanded by the market: ÖTM 3.1 Toaster. The molded cooking surface of ÖTM 3.1 has been designed specially, and it the line has two important features: it is possible to place the lid in any desired angle and the isolation technology enables energy conservation. The special handle on the lid lets the system apply pressure on the toast equally on the whole surface, therefore it prevents one side of the toast getting crushed or

the ingredients pouring out. ÖTM 3.1 also has the Utility Model certificate from Turkish Patent Institute. Öztiryakiler, www. oztiryakiler.com.tr

#### A BREEZE FROM THE PALACE



Vezir Tea Set of Keramika is a set of 12 pieces including delicate mugs and plates. The same oriental motif has

different kinds named black, yellow and blue. The most significant feature of this different tea set which offers traditional patterns with modern touch is the specially designed indent on the plate preventing the mug slip. Keramika, www.keramika.com.tr



#### THE DELICACY OF SERVING CAKERISE

This foldaway cake stand, produced by Hakart, consists of 3 parts. One of those plates, 42 cm in diameter, stays at the top middle while the other two unfolds next to each other. The foldaway cake stand is suitable for both modern and classic parties thanks to its niccolite coating and look. It makes a strong impression with its 29 cm height and stylish handling ring. Hakart, www.hakart.com.tr



#### **VACUUM STORAGE BOXES**

Mlock Vacuum line produced by Alp Plastic under the brand of Moonstar stores the food for a long time after vacuuming the air inside the box thanks to its pump and special lid design. Pressing the button to let air in in order to open the vacuumed lid is quite easy. After this, the lid opens easily.

Moonstar products with their decorative designs with locks and gaskets offer easy use and they are ideal for storing seasonal fruits and vegetables.

Alp Plastik, www.moonstar.com.tr



#### **LIDS AND IMPORTANT DETAILS**

Mercanlar Kitchen ware produced under the names of Renga and Tessa are known and widely used in over 70 countries today. It presents carefully thought details in every product to its customers. For example, the storage box lids designed are stylish and functional, and able to draw the attention of everyone. Some lids have a cow, some a drop of water hitting a flat surface, or some have a flower on them. All of these lids were produced from non-harmful materials. The real beauty of these lids is the barriers like ridges which prevent the top one of slip and fall when the boxes are piled up. In short, Renga's lid designs appeal both to the eye and the mind. Mercanlar, www.mercanlarkitchen.com



#### **HEALTHIER AND TASTIER DISHES**

Lava molded iron enameled pots and pans can be used for every kind of dish as they are both non-scratch and nonstick. This cooking equipment spreads the heat equally in the surface, therefore making even the long-cooked dishes perfect. Plus, the special lid design enables the preservation of the vitamins, minerals and aromas while cooking. Lava products also keep the heat for a long time which leads to energy conservation, and they are produced with eco-friendly, 100% recyclable material. Lava Metal, www.lavametal.com.tr

**TURKISH KITCHENWARE EXPORTERS** 

kitchenware K

plasticware P

electrical e

industrial

tableware

giftware g

houseware h

FOR MORE INFORMATION ABOUT

TURKISH KITCHENWARE, PLEASE CONTACT US

bugra.erol@immib.org.tr



Istanbul Mineral and Metals Exporters' Association

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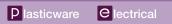




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Ambiente Frankfurt - 15-19 February 2013 - Hall 4.2 - H99-G91 Chicago International Housewares Show - 02-05 March 2013 - S5023 - Turkish Pavillion Ideal Home - Istanbul - 28-31 March 2013 - Hall 2 Hong Kong Houseware Fair - 20-23 April 2013 - Hall 3 - B/C22















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