

turkish kitchen

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ware

Design&Designer
SEZA YEĞİN

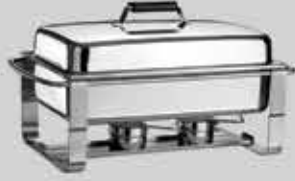
Style:
Meet the
Meat Grillers

CUISINE ART:
TURKISH KITCHEN
AND TABLE IN
THE PAST

In This Issue
118 Products
+365
ADDRESSES

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PROFESSIONAL KITCHEN LINE



öztiri®



From right to left: Chairman of Istanbul Ferrrous 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**

Greetings from another international fair that brings together Turkish manufacturers and kitchen product exporters and consumers from all over the world! When you think about the geographic location of Turkey, it is a very beautiful feeling to be literally on "the other side of the world." We are very proud to represent Turkey and Turkish firms that have products addressing global likings. We had the same proud feeling in Ambiente Internationale Frankfurter Messe fair in previous month. We were represented by our 61 members and approximately 50 Turkish Firms in this fair that we participated as Istanbul Mineral and Metals Exporters' Association for the 18th time in collaboration with the National Participation Organization. We were side by side with world giants in the middle of Europe. Just like how it will be in International Home and Housewares Show or Hong Kong Houseware Fair. For example, we are in Chicago with our firms' participation (20 national and 5 personal) in International Home and Housewares Show and also we are at Hong Kong Houseware Fair with 23 Turkish firms (21 national and 2 personal). We will be very happy to host you at the stands of these firms from Turkey participating in this fair. The most important thing that we will guarantee is your satisfaction and happiness. People are looking for alternatives on metal, plastic, glass, porcelain, electrical kitchen and home appliances, and industrial kitchen products. They want to see different products and to find products in compliance with international standards. And Turkish Kitchenware pages promise more than what people expect. Of course, Turkish stands present more than what is included in the magazine. There are many interesting subjects waiting for you among the pages of our magazine. For example, our pages will tell you about past and current Turkish cuisine and kitchen. The interview with the designer Seza Yeğın who has many successful works in glassware field is very interesting as well. 10 Questions and 5 Must Haves pages are dedicated to Turkey's four giant companies. Very interesting and high quality products are introduced in Hot Trends and Market pages. We wish you happy fair activities and we hope that your happiness will be multiplied by seeing products "Made in Turkey".

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BERTONE

pressure cooker



Preparing a cake, presenting and eating it!

While seeing entire cake or even a slice of it increases one's appetite, all kinds of tools related to cake, cookie, or pastry become kitchen essentials.



ALTHOUGH IT IS NOT CERTAIN WHERE AND WHO MADE THE FIRST CAKE, IT IS ONE OF THE MOST IMPORTANT PLEASURES THAT HUMANS HAVEN'T BEEN ABLE TO GIVE UP FOR CENTURIES. THEREFORE, IT GETS A LOT OF INTEREST AND CARE IN ITS EVERY STEP; FROM ITS BAKING TO ITS DECORATION OR FROM ITS PRESENTATION FOR SALE PURPOSES TO ITS CONSUMPTION.

1 For sliced cakes...

Bora Plastik's very functional, hygienic, and reliable another product is Roll Top... This product is impact resistant and manufactured with polycarbonate material which is safe for direct contact with foods. Actually, it is hotel equipment and is manufactured for the purpose of presenting and keeping a cake portion or slice. With its lid opening from front to back, Roll Top is generally used in places where meals are served in buffet style. This product has chrome molded handle and is manufactured in world standard size of 1/1. **Bora Plastik**, www.boraplastik.com.tr

2 Everybody can make a cake!

Karaca Porselen's kitchen equipment brand Crick Crack is in service of cake lovers... And what's more, it comes with its 17-piece cake set. This set is heat resistant and manufactured with a silicone that doesn't contain any hazardous material. The set includes two different size cake molds, 12 mini cake molds, a rolling pin, a spatula and a beater. **Karaca**, www.krc.com.tr

3 Trays; colorful and in all sizes...

Özay Tepsi's trays are manufactured for mercantile businesses like patisseries. They are especially designed for "displaying" foods like cake and cookies. Özay Tepsi's trays can also be used in salad bars, at patisseries, for presenting starters, or for canapé services. These trays are manufactured with impact resistant fiberglass and because of their design, if desired, hot air circulates around the trays to keep the food warm. **Özay**, www.ozaytray.com



4 Cake molds that move with the time

PDS Sağlık ve Gıda Ekipmanları is Turkey's only silicone mold manufacturer and its brand SoftBowl presents different solutions and molds to the consumers with its Lalezar Baton product. Lalezar Baton, like other SoftBowl products, is manufactured with a liquid silicone. It is confirmed by the SGS Analysis Reports that it doesn't pose any risks to human health. Lalezar Baton silicone cake mold is especially designed for large families. It has a support piece that helps baking cakes without deformation.

PDS Sağlık ve Gıda Ekipmanları, www.pds.com.tr

5 For parties

SEM Plastik, other than its cake mold bottom plates, trays, and domed lids, has another product that particularly relevant to cakes: single-use plates and plastic fork and knife sets... These alternative tablewares, embellished with very attractive patterns, can be used in parties where foods like cakes and cookies are consumed profusely. SEM Plastik products don't pose any risks when contacting food because the company has BRC, TUV-ISO9001:2000, HACCP, TSEK and Ministry of Food, Agriculture, and Livestock Food Quality & Production License.

SEM, www.semplastik.com.tr

flavor
in heart



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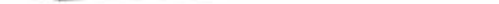
Ambiente Fair 2013
15-19 February 2013 - Frankfurt / Germany - Hall. 3 - G15
International Home & Housewares Show Fair 2013
10-13 March 2013 - Chicago / USA - Hall, South 01 - 5025
Ideal Home Fair 2013
28-31 March 2013 - Istanbul / TURKEY - Hall 3 - 216
Hong Kong Houseware Fair 2013
20-23 April 2013, Hong Kong - Hall 3 B
Zuchex Fair 2013
19-22 September - Istanbul / TURKEY - Hall.3 - 216

www.hascevher.com.tr

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BUILT-IN PRODUCTS HAVE BECOME MORE IMPORTANT AS APARTMENTS GOT SMALLER. ALTHOUGH EVEN IN HOUSES WITH LARGE KITCHENS PREFER BUILT-IN BECAUSE INSTEAD OF SEEING CABLES OR PRODUCT PARTS AROUND WE PREFER PRODUCTS THAT LOOK LIKE THEY ARE PART OF THE WALL.

1 Aesthetics and thriftiness in the kitchen

Profilo Durable Household Products has 9 new built-in ovens that bring both aesthetics and energy saving to the kitchens. Using 10 – 20 per cent less energy than A Class ovens come with glass lids and flat side surfaces that makes it a lot easier to clean them. They are also appealing with their static electricity, electro turbo or multipurpose features and program options from 4 to 9. The multifunction feature is an option to choose the best for the food and one can prepare while make use of the electroturbo for top-bottom, bottom, fan grill, large or small area heating options. **Profilo**, www.profilo.com.tr

2 The pleasure of sipping coffee at your own home

Siemens's TK76K573 brings aesthetic design and high technology together in this built-in, full-automatic espresso and coffee machine. With its one touch feature you can prepare a latte, cappuccino or any other style coffee you like with only "one touch." Its SenseFlow system detects and preserves the best brewing degree and its AromaPressure system creating the perfect taste in each and every espresso. Its MyCoffee function knows and makes the perfect coffee just for you.

Siemens, www.siemens-home.com

3 Elegant and airy

Silverline 3122 model won 4 different design awards like Red Dot Award, IF Product Design award, PlusX Award and Nominee of German Design Preis. 3122 model is a minimalist kitchen hood with stainless steel body and a black glass plate just 3 cm high. It also has LED electronics with 5 levels, a 15-minute automatic stop delay, a filter saturation indicator and a solid LED ambient lighting.

Silverline, www.silverline.com.tr

4 A stylish modernity in the kitchen

Termikel's BO 13574 Built-in Ovens were designed with the unique elegance of glass, offers eight different functions and provides the best settings to cook a variety of delicious dishes from fish to meat, from cakes to pizza. It is also programmable up to 24 hours and have digital thermostat setting, grill, inside oven lighting, telescopic shelf runner. **Termikel**, www.termikel.com.tr

5 Black pearl-white pearl

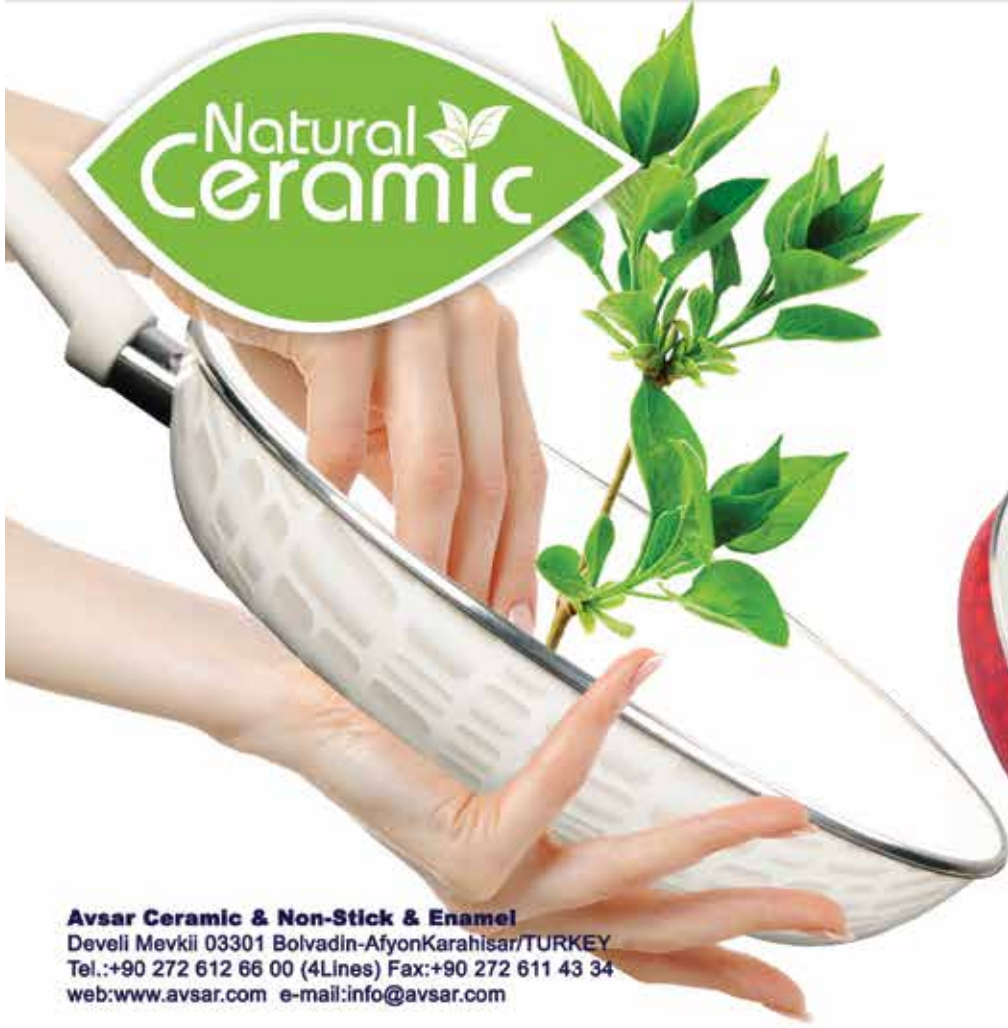
Vestel's built-in oven series Mirror, Inox, Black and White presents decoration and concept alternatives in kitchens. Vestel Black AFB - 902E is multifunctional, uses Inox material and has a grill, 9 cooking options, energy class A, oven control, oven lighting, black dismantable shelf system, three layers of glass lids, "prolitik" cleaning, bottom-top cooking, pizza maker, fans and defrosting functions. **Vestel**, www.vestel.com.tr

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Save energy while cooking

It is possible to save energy while cooking too. In two ways: Quick cooking and energy saving pots or designs that transmit the heat all around the pot quickly.

IN "ANTIQUE" TIMES OUR GRANDMOTHERS USED TO COOK IN VESSELS FOR HOURS. NOW WE HAVE POTS AND COOKING EQUIPMENTS THAT CAN COOK EVEN BONY MEAT IN NO TIME. BESIDES TRANSMITTING ENERGY ALL AROUND THE POT QUICKLY, THESE METALS AND COMBINATIONS FULLY PERFORM EVEN IN LOW HEAT PROTECTING BOTH YOUR HEALTH AND YOUR BUDGET.



1 Design success that comes with Research & Development

Avşar Emaye brought PorSteel to the market in the end of 2011, a pot that is 850 degree-resistant and porcelain coated. PorSteel does not hold detergents, does not produce bacteria, does not contain nickel and is only produced in Turkey and Germany. A first in the world, its honeycomb shaped texture also developed for the porcelain inner base. **Avşar**, www.avsar.com

2 Healthy food in healthy pots

Papilla's Misis Gold, produced with the Eco ceramics technology, 100 per cent aluminium and thick cast material makes it completely different than all other ceramic-looking pots. Its inner surface is made of ceramic which is the reason for the healthy cooking. Its heat resistant, special design glass lids are both chic and ergonomic.

Al-Co Alüminyum, www.papilla-shop.com

3 Vezir series reign in kitchens

The pots in Hascevher's 8 piece Vezir series transmit heat homogeneously because of its induction capsule base, saving energy at the same time. This pot adjusts to all stoves gas, ceramic, induction or other. Its polished outer surface also makes for a modern look with the steel lids.

Hascevher, www.hascevher.com.tr

4 Heat locking system

Güzeliş Porcelain's Eternity pots are like a heat trap. Coated with enamel inside and outside, these pots are produced with 1.2 mm carbon plates which gives them this quality. The carbon plate material make the pots perfect for low heat cooking. All certified, these pots come in 35 different patterns, 9 different color, 3 different lids and 6 different multipurpose handle and top design.

Güzeliş Porcelain, www.guzelis.com.tr

5 The "economical" magic of turquoise

Cem Bialetti's turquoise Ardiç series blowing the winds of "economy" in kitchens. Durable and healthy, this is a completely new enamel pot series with an eye catching design that is also crash and scratch resistant. Apart from its chic handles, its enamel outer paint makes it easy to clean. The most attractive feature of Ardiç is that its "Ceramic OK" inner coating. **Cem**, www.cembialetti.com

ILAN

To make a difference is to find the extraordinary!



1 To cook only fish

Emsan's Fishy, on the contrary, is designed only for cooking fish and it is very practical to use: First, you put the fish in the pan, and, instead of turning over the fish, it is enough to turn over the pan to cook both sides of the fish. It prevents oil from sputtering with its double-sided and non-stick surface features. It is available in two sizes: 26 and 30cm in diameter. Cooking oil is not needed when using Fishy Pan. **Emsan**, www.emsan.com.tr

2 Safe lid, safe service

Hisar's Milano Teapot model has a little but very important detail: The lock on its upper pot. This lock prevents the person serving tea from dropping the lid, or most importantly, burning herself or somebody around her with boiled tea. Milano TeaPot also has an interim lid which is placed between upper pot and lower pot that holds the hot water. Thus, it prevents the upper teapot's bottom surface from misting up and it also stops droplets from dripping. **Hisar**, www.hisar.com.tr

3 Electric pressure cooker

Electric pressure cooker is another different product that is manufactured by Sinbo's different approach. This product provides 60 percent more cooking power and spends 40 percent less cooking time compare to other electric cookers. It attracts attention as a really different product, considering other steel body pressure cookers used over the oven. Sinbo Electric Pressure Cooker is available in 7 liters and 10 liters sizes and it has a digital control panel to control the cooking status of the meal. **Sinbo**, www.sinbo.com.tr

The products that are emerged as result of R & D, innovations, experience, and observations of Turkish manufacturers and that make life easy...

SOMETIMES A COLOR, AN EXTRA FUNCTION BUTTON, A DIFFERENT APPROACH, A SMALL DETAIL, OR A PERSPECTIVE THAT SATISFIES PEOPLE'S TASTE IS ENOUGH TO MAKE A DESIGN DIFFERENT FROM OTHERS.

4 Sweet Aegean Breeze in the kitchen

The purpose of the Aegean Collection that is manufactured with a brand name "Renga" by Mercanlar Mutfak is to see immediately in which jar the honey is or in which bottle the oregano is. The cutest pieces are in the spice set. All the jars in the set has three dimensional figures on their lids and they are designed to represent the content (oregano branch, mint leaf, etc.) of the jar to which they are screwed. **Mercanlar**, www.mercanlarkitchen.com

5 A breakfast table with color harmony

Keramika Drop series, which is designed and manufactured by Keramika, brings the chicness of almond shape to the tables. This product has 24 pieces and, if it is demanded, it can be manufactured and sold as 55 piece-set. **Keramika**, www.keramikashop.com

info@boraplastik.com.tr



www.boraplastik.com.tr

PLASTİK SAN. ve TİC.A.Ş.



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

“The customer wants to know that you’ve paid attention to their needs.”

SEZA YEĞİN IS THE AWARD-WINNING NAME OF DEMANDED DESIGNS IN THE SECTOR. WHAT BRINGS HER THIS SUCCESS IS THE FACT THAT SHE CAN LOOK AT THE PRODUCTS SHE DESIGNS FROM THE PERSPECTIVES OF THE CUSTOMER, EVEN THE PATTERN-MAKER OR THE SHIPPING AGENT, AND APPROACH HER DESIGNS TO MAKE THEM CONVENIENT FOR ALL PARTIES.

My motto

To place a smile on the faces of the people who use the product... I always think of this while I design. I want them to say “What a great product, we needed this” or “What a great product, actually we talked about this before”... To know and see that this product will make the life easier for that person somehow and to see the smile and the surprise which appear on their faces when they see a product on the shelf and buy it... I always approach design in this way. Yes, I consider the manufacturer too but it is necessary to place a smile on the customer’s face.





1

We interview Seza Yeğın at Sun Group where she is a part of and works on new designs. In front of us there is a young, enthusiastic designer who looks at the world with exploring eyes. At the same time, a designer who has mastered her job, who thinks deep enough to give a detailed explanation in regards to materials, technology and illustration why she designed a thing “in that way”. Therefore an interview with Seza Yeğın is like attending at a one and a half hours’ lecture on “What is design and what it is not!”

Firstly we would like to know you.

I am a 2005 graduate of Istanbul Technical University. Right after my graduation I started working in tableware sector at Solmaz Mercan. In 2006, the company started to work as two different companies and I stayed at the Mercanlar side until July 2009. The first sector you start working as a designer actually determines your area of mastery. It was like this for me as well and I have mastered in tableware. After the five years I spent there, I am happy proud that the designs I made back then are



still present and demanded in the tableware sector.

I wanted to make my own designs and work as a freelance designer after 2009. I started to work with Sun Group as a freelance designer approximately a year ago. Right now we are working in a different system.

What is your inspiration for design?

I like using nature and user experience. Actually if you look closely, everything has a solution in the nature. For example the lid of the Ladybug Cruet opens like the wings of a ladybug and the dots on the wings show the location of the small and large pores. Because when you buy a cruet, you make the choice to fill it with coarse or small grained spices. This is why there are different sizes of pores on the lid of the cruet. Actually the whole point is to design a product based on the needs focusing on the right points. If you can accomplish this, there is no reason why the product shouldn’t sell.

What would you like to say about your products’ success?

I would like to explain this with an example. Before I designed the 1 L oil cruet for Mercanlar, there was a gap in the market for such a product.



4

I thought that the design I would make should enter houses and even be placed on the tables. The available 1 L oil cruet had production problems. So I designed an oil cruet with a base larger than the bulge of the handle. Maybe I should explain for those who don't know: When the bottles go on the production line, especially if your product is glass, there is always a possibility that the parts like handles or rims hit each other and break. This is a factor raise waste rate. In my design, because the base was large the handles or the rims didn't crash. As soon as the product was on the market, it got popular. We started seeing the oil cruet I designed in the TV cooking programs. This product is demanded even today. All of this points to the fact that the market gap for the oil cruet was used well. If the success of the product depends on the fulfilling the need and filling the gap in the market, and if the design is appropriate, it seems unlikely that it wouldn't succeed.

Is there any material you prefer?

If you have the command of the production techniques of all the materials, then you can enhance the utility and the reproducibility of that product. However it is wrong to see every form as "reproducible"... Production techniques are important too; although you are designer, you have to think of the producer. Therefore it is not right to make a design



2



3

based only on the needs of the customer. You have to stand in between! You have to both aim the end customer and watch the producer. There are so many elusive details... For example, there are points to consider about the material of the products which need to be produced in the summer and sold in the winter, as a planning horizon. Although it is not the job of the designer, even the matters of production season, time of storage, packing for shipping should be considered.

There are some awards you have won of course...

In 2006, I attended Istanbul Design Week with five friends. With my design of a tray with handle which I named Love Scale, I was awarded as the Youngest Designer of the Year. The design I made for the Meerscham Design Competition organized by Eskişehir Governorship was awarded the chance to be exhibited. I also had designs awarded exhibition chance in the finals of competitions such as Design Turkey.

What do you think about Design Turkey?

This is thought to be a competition focused on design, however I see it as a competition focused on design and manufacturing. You can enter the competition with your product already produced and sold. For this reason, the designs have to meet the manufacturer which values design. Personally I believe that there should be more of this kind of competitions.

Do you design only for the tableware industry?

A designer designs for every sector but partly because it was my first area of specialization, and partly because I can perceive tableware from a woman's perspective, I like this industry. I have given many products to this sector in 4.5 - 5 years. When I started working freelance, of course I have designed products for different industries. For example, I have designs for the electronics sector. I have designs such as seat back television, satellite systems, control panels, card reading devices. Many of them were manufactured; appreciated especially by the foreign customers of the company and raised the sales figures.

What are your expectations and goals for the future?

Currently we are working on a brand named Hane. We set off with the motto of "Smart ideas for home". The products focusing on the customer needs will be produced under the brand of Hane. It is going to be an innovative brand where you can see the fingerprints of the design and the designer. It is going to be a right and good work if we can reach our goals. We have focused on this lately. If we need to talk about the future of design, there is something certain: Design is not something which would end one day. As long as humans and their needs exist, design will exist. Maybe every product will not always reach everyone who needs it, but people should have products designed thinking of them.

This will give the customer the feeling that their needs are considered and fulfilled. In every product they use, they will think that there is someone on their side. I work for this aim. I ponder on the points that would make you stand out when you send some products in the foreign markets. I believe that designs should reflect your culture and I hope for a future in which producers will raise the production quality and the designers will be more recognized.



1) Aroma Therapy Iron Balls

I made this design for the Meerscham Design Competition organized by Eskişehir Governorship. It took place in top 10 and was awarded to be exhibited. It is made of meerscham and soaked in aromatherapy smells. It is still exhibited in the Meerscham Museum in Eskişehir.

2) Love Scale

This is a product I design for my mother on Mother's Day... My aim was to make trays with handles useful in the houses as well. The handle is foldable after use; this is the characteristic of this design. This handle is folded and the tray can be kept in the kitchen in a small space. The drip mats are also located in the tray, which enables you to carry the mats with you while serving.

3) Dion-i

This line, in which I brought marble and glass together, took place in I-Deco fair in CNR Expo. In these wine glasses, I used marble, metal and glass. The aim is to keep the drink cool for longer. Additionally, using the weight of the material, we produced cork and corkscrew.

4) Fortune Cup:

We had Turkish coffee with a friend of mine and wanted to do some fortunetelling, but we had neither a ring nor a coin to cool the cup faster... This made me think that if someone wants something that much, this might be thought a need! So I thought "We need a cup with a ring on it" and started working on the cup design. On the ring, the most common phrase "Neyse Halin, Çıksın Falin (Whatever your situation is, it shall appear)" is written. When you turn the cup, the design puts your wish on the cup. This cup is also the most special design of mine. I also took the production. So this product, with its merits, faults, profits and losses, is completely mine.

5) Bankvarium

Bankvarium is a park bench I designed with Evrim Küçük for the Art Park organization in Şişli, Istanbul. The theme was environment and sustainability. We focused on environmental and water pollution, made fish from the waste and put these fish in the aquarium shaped bench. Bankvarium was a colorful product which drew attention while exhibited.

With its all features **Turkish kitchen** in the past

TURKISH KITCHEN REPRESENTS THE HISTORY OF NOT ONLY THE INHERITANCE OF A DELICIOUS
TRADITION BASED SOLELY ON THE INGREDIENTS, BUT ALSO THE SPECIAL
COOKWARE DIFFERENT FOR EVERY DISH.



*Traditional handmade
wooden kitchenware of
Anatolia.*



It is a fact of the last 50-60 years that the countries in the world has had the chance to recover from the wars and find food and drink, and the import and export of food products have become widespread. It is now possible to find olive oil in the countries where no olive trees grow, or to buy fruits which only grow in the tropics. However, the traditional Turkish kitchen has a privilege: This kitchen is not rich because of “imported” ingredients, but of whatever grows in its own earth. There are studies which have proven this. For example, according to the Map of Turkish Food including the 81 cities of Turkey, prepared by Ankara Chamber of Commerce and Ankara Patent Office, there are 2 thousand and 205 types of “regional” food and drink! This consists of the dishes prepared only in one region using the vegetables and the spices grown in that region with the methods used only in that region... In other words, the “standard” food and drink is not included in this number of 2 thousand and 205! Another interesting point: 114 types of tarhana soup exist in the area between Rumelia to Eastern Anatolia! There are little changes in the ingredients and different methods of drying and cooking, which lead to the 114 different tastes of tarhana...

It is a tradition to host with a wine and dine!

It is only true to some extent to explain this variety of dishes by the variety of the ingredients used. As a matter of fact, this is also because of the Turkish traditions of hosting the visitors with dinner. Even more importantly, this has to do with the “imarethane culture”, the tradition to offer dinner to the poor people, students, travelers and everyone who can't get food. Because the tradition to lay a table with “whatever God granted” to feed the “poor, for they are hungry or in need of food” is specifically Turkish. And this “whatever God granted” is the reason why all these ingredients were mixed

Turkish style imarethane

Imarethane is among the indispensable institutions of the Turkish-Muslim societies and it is basically known as “a kitchen established to feed the poor”. The exact translation in Turkish is “aşevi”. The base of imarethane is the wish to fulfill duties of Islam such as fitre and zekat, charity and obligatory alms. Fitre equals to the one day's food expense of a person, and zekat is the financial helping hand from the rich to the poor. The reason for opening imarathanes run by many charity institutions at the time is the wish to evenly distribute these charities. For example, it is known that in Istanbul in the late 18th century, 30 thousand people were fed every day in 12 imarethanes. Today this social solidarity system is only present as an imarethane in Eyüp and food is served every day for approximately three thousand people.

Tree of pots? Not indeed. It is a creative way of drying the handmade pots under the Cappadochian sun.



and turned into brand new tastes...

The cookware used by the Turkish people is not great in variety but I should note that the basic cookware used to the purpose were pretty different than of the Palace. The cookware used most frequently by the common people were the pots and cauldrons made of bronze, copper and iron. Especially the earth casseroles, despite the technological advances and mass production, are still some favorite cookware for the taste of the food they cook slowly. Another favorite cookware was "sac". Sac looks like a big, iron lens; it has a convex form and is made of iron. It is placed on fire, and used to fry the pastries of Anatolia such as gözleme (pancakes), pide (pita bread), katmer (layered pastry), akitma (crepes) or even bread. Sac was used especially for the pastries collectively prepared for Ramadan. It is a simple but handy equipment, generally used as the concave part on fire, but it might be turned over after cleaning thoroughly and be used to cook sac kebab.

Copper is a material that was especially preferred among the cookware in the past. The reason for this is that it transfers heat quickly, and even a claim says that dishes cooked in a copper pot taste better. Even so, copper, if not tin-coated, was used only to cook; no cooked food would be left inside.

Different containers for every dish

Wooden equipment were also very important for the kitchens. Especially because it doesn't absorb water or oil, spoons, ladles, spatulas, chopping boards etc. made of boxwood would be preferred by the women as the most important helper throughout centuries. We should not forget the wooden dough rollers and meat mallets used to beat and tenderize the meat. These, with minor changes, may be a part of every kitchen in the world, yet there still are some interesting details of the Turkish kitchen. For example, forks were not present on the table of a Turkish family until a century ago; all the dishes were eaten using spoons. The actual reason for this is that the dishes of the Turkish cuisine are either liquid or with small pieces, therefore suitable for spoon. Another privilege is "sini"s, which could be described as round and big metal trays. Sini was placed on a 30-40 cm tall support called "althk". Sini and althk would serve as a traditional Turkish dining table.

There would be special containers for liquids such as milk or oil. For example, drinks like ayran preferred cold in the summer would be stored in earth pitchers and milk would be stored in either copper buckets or vessels, depending on the amount. Very important for every Turkish table, although not relevant to

kitchen, are pitcher-washbowl set and towel... Today washing hands before and after the meals is regarded as a normal thing to do, but when thought that Turkish people would do this for thousands of years, it is quite important. That's why pitcher-washbowl sets are quite luxuriant and the towels are handicraft art works. And the use is easy: You take the soap in your hands hold them over the washbowl. Someone pours water from the pitcher and you wash, rinse and dry your hands with the towel.

Traditional kitchen with three sections

In the traditional Turkish house, the kitchen has three sections: The part where the food is cooked, called "ocak" shortly, the part where to food is prepared and served, and the cellar, usually reached over a doorstep. The section in which range, floor and kitchen stoves and a smoke hole are placed is called "ocak". The section where the food is prepared and served draws attention with the shelves and the cookware placed on them. The cellar is where the food is stored. Every "storable" food, such as dry food kept in linen pouches, oil in large earthenware jars, dried meat and potatoes, onions and garlic in baskets, even cut home-made noodles, rice and sugar in wooden chests, is stored in the cellar. There are two important purpose of the cookware in the traditional Turkish kitchen: Firstly, they are crafted



based on the women's order or wishes as they are generally used by the women. Secondly, almost all of them draw attention with their adornments. The metal cauldrons are hammered and the equipment like pitchers, sinis and vessels have carvings on them. Wooden ones are ornamented with etched-out flowers and figures from nature. Earthenware jars sometimes have grapes going down in bunches; sometimes their handles have helicoid or plait patterns. Great many numbers of different patterns are carved on these earthenware jars from its rim to its body, using pointed and sharp material in the process of making while they are still wet.

Meet the meat!

PHOTOS: HANDE GÖKSAN

STYLING: İNCİ ÖZGÖZ

PLANTS AND FRUITS ASIDE, MEAT WAS ONE THE FIRST FOOD SOURCE OF HUMAN KIND.

NOBODY KNOWS EXACTLY WHEN AND HOW WE'VE BEGUN TO COOK THE MEAT BUT PROBABY IT WAS AN

OPEN FIRE COOKING. IT IS STILL A FAVORITE WAY OF COOKING MEAT; WITH MODERN DEVICES, OF COURSE...



Grill; **Emsan Feel Steel Grill**
Stainless steel storage bowl set of 6
pieces; **Emsan Demre**
Breakfast set and meal set;
Emsan Quadrus Kırççeği
Cutlery; **Emsan Cera-moni Slicing Knife
and Fruit Knife**
Spatula; **Emsan Rapid Spatula**
Mini cast iron grill pan and
wood coaster; **Lava Metal**
Green and white bowls; **Porland**



Grill; *Lava griddle flat and grill surface*
Colorful glasses; *Paşabahçe*



A PASTORAL TOUCH IS A MUST
To decorate a table prepared for the grilled meat, some colorful and pastoral look is a must.

Spatula; *Emsan rapid spatula*
Oven gloves; *Paşabahçe*
Mini cast iron grill pan and
wood coaster; *Lava metal*





From past to present: EMSAN

Emsan was established by small entrepreneurs, both producer and merchant, in Denizli in the 1970's. Producing enamel trays, plates and pots during the first years, in 1980 the company started manufacturing steel pots, simultaneously establishing "door-to-door sale" marketing.

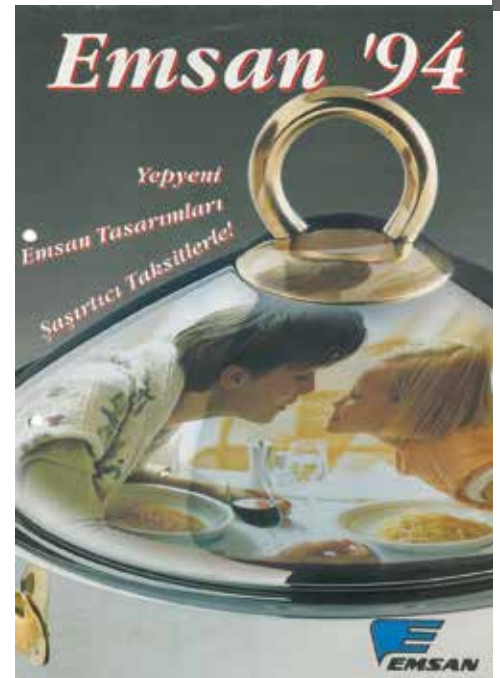
Steel pots, being a novelty in those days, were chosen by a lot of customers for its durability and health friendly material.

The Emsan brandname travelled from ear to ear through house visits that also included "cooking techniques classes."

The name travelled so far that in some places of Anatolia, you can hear people ask for Emsan pots instead of steel pots. Thus Emsan became a "generic brandname" and grew fast in the steel pot market.

Although being a powerful name in the steel and enamel pot sector Emsan was affected deeply from economic crisis. After surviving many in the first half of the 90's and the company turned to brand-oriented sales strategy in 2000's focusing on the domestic sector. Bought by the partners of Karaca Glassware Emsan went through a restructuring period in 2008. In December 2009 Emsan appeared in the market with its new identity, look and products.

Investing in its brandname since 2009 Emsan has a wide



variety of products today. From cutlery sets to samovars, teapots to coffee pots, porcelain dinner sets to lemon squeezers and tablecloths, Emsan products target customer needs and demands when improving its products. Since its start with steel pots Emsan continues to receive appreciation with its functional and practical products.

Since its foundation Emsan focuses on functional product designs along with the company's research and development department. Besides the company works on the material and methods used in production, aiming to make more durable and environment friendly products that are easy to use. The primary criteria in the company's research and development is to make sure these products can be used by customers for a long time and to minimize environmental waste.

Since 2000 Emsan has increased its market share and stores. The main 6 - 7 brands in the sector now share approximately 75 %. The remaining 25 % contains about 30 brands. While even the biggest companies in the sector have a share of 10 - 11 % Emsan is one of the leaders. Having produced export products Emsan is growing in the neighboring countries and European countries today.



Since 2000 Emsan has increased its market share and stores.



“Necessities of our times shape the eating and drinking culture.”

WE TALKED WITH MARKETING MANAGER SONGÜL BAŞ ABOUT GÜRSU LTD.'S

GRID-TOASTERS MANUFACTURED WITH ERA BRAND, LEARNED THE IMPORTANCE OF GRILLS IN TERMS OF HEALTH AND TIME, AND SAW A DIFFERENT APPROACH TO PRODUCTION.

1

Can you tell us about your organization's short history?

We began our production activities as Era in 2004. Prior to that, we were at the sales channel. As a manufacturer, it is a very difficult to manufacture and market a product at the same time. However, you have to be successful in these two categories if you want to stay strong for many years and to be able to go forward. That's what we're trying to do. The size of the manufacturing sector in Turkey is measured by added value created by this sector and by the continuity of this added-value in the future. That's why our production is more important for us. We are continuing our efforts of getting the substructure ready in order to strengthen our production. Our current goal is also parallel to this: Each kitchen should have at least one Era product.



2 Could you tell us about your product line?

Mainly, we produce cooking group products. Especially, in the field of grid-toaster, our products have different features and functions. For example, we are the one who first started manufacturing the toasters with wide metal handle in Turkey. They are “buffet-style toasters” or “scissor toasters” as people call. These toasters were the inspiration for many manufacturers after us and similar products started appearing in catalogs. We are also the first one who used stainless steel body on toaster machines. These made us one of the essential brands in customer’s pursuit of elegance in kitchen. By manufacturing single cooking stoves, we produce very useful models that answer the practical needs. These stoves are the best economic solutions for the cooking needs of people living alone or summer

3 What does drive you to implement a product?

We are being very careful about this. For example, we do not compromise on quality of materials, and most importantly, we try to make them practical. Furthermore, we are trying to develop easy-to-clean products that people will keep on their counters because of their color and design that are appealing to eyes. We try to manufacture energy efficient products because this is another criterion of customer preference. We keep our products small and make them have a small footprint in the kitchen. We also try to manufacture products preferable because of its price other than its safety. On the other hand, all our products have CE certificate and the tests needed are done on TUV.

4 Do you do any pre-production R&D activities?

The pre-production process in Era takes a long time because we have to think versatile. Quality of the materials, practical use, easy cleaning, esthetical appearance, energy efficiency, small footprint and affordability are our criteria for pre-production. We do our schemas based on these titles by evaluating all these criteria one by one. If needed, we revise these criteria many times to determine the pre-production time. We try to introduce at least one new product every year but, even for this new product, we define the design and prototype phases and prepare samples by using materials very close to the original materials. In conclusion, R&D cost is not huge big because we try to do our R&D activities in our organization. But, we do dedicate a lot of time for these activities.

“We don’t have one single dissatisfied customer in our manufacturing and marketing work; because, we listen to our customers.”

5 What does “Design” mean for Era Izgara?

Design is essential for us. We manufacture all of our products with completely new designs. We start out by asking ourselves what we can do better and more different than other products. We’ve never spent time on imitating the existing things. We always strive for the best and the most beautiful because consumers are becoming more informed day by day. We are facing very well-informed consumers who express what they want more clearly. Therefore, we are aware of the importance of design. Consumer reviews lead us while we are designing a new product. Furthermore, all of our products are Registered Design. Our new product Era Jett that we launched very recently is Registered Useful Model in addition to Registered Design. Still, our products are imitated by many large or small companies. We think that courts, judges, and experts specialized on this subject will prevent the victimization of the design companies in lawsuits filed against the imitators.

6 When you compare yourself with your competitors? Is there any features that make your products special and exclusive?

We don’t have any imported products. Our electric grills are used by our consumers with pleasure for many years because of their design, material quality, and functionality. Very different reasons such as young population, smaller families, increase in the number of working women, and traffic effect culture of eating and drinking. Time is the most important thing. Now everyone demands meals that they can cook easily and proper cooking tools for preparing these meals. Furthermore, nobody wants to pay large amount of money for a kitchen gadget. At this point, we manufacture products that appeal all kinds of consumers: singles, students, working women, people who love barbecue but cannot go to a picnic all the time, people who cannot do a barbecue because they live in an apartment, people who love fish but cannot stand the smell of frying, people who try to eat lean food or who are on diet. In short, there is one Era grill suitable for every one and for every taste. Moreover, we don’t have one single dissatisfied customer in our manufacturing and marketing work; because, we listen to our customers. We note, answer, and solve every request, suggestion, and complaints. As Era Izgara, we know that responsibility doesn’t end after manufacturing and we have to stand behind our product as long as it is on the counter. These are our exclusive features.

7 Do you think there is “leader quality” among any of your products?

In our opinion, Era Izgara is currently in lead in Turkey. It is a brand that has proven itself and that has reached many consumers' home; extremely practical, economic, and almost a “savior” in the kitchen. The advantages like cooking fish without any smell or cooking chestnuts at home caused Era Izgara to open a class of small appliances category, so to speak. Therefore, not just our one product but all Eras are leader, especially Era's grids...

8 Do you export your products? Which products and where do you export?

Fairs help us to increase our international contracts. We have such customers that they start buying after maybe third or fourth encounter although they saw us many times before. Right now, we are trying to develop our exports to our close neighbors. We do often work with countries like Greece, Macedonia, Azerbaijan, Egypt, Jordan, Lebanon, and Iran. In addition, we continue to introduce ourselves to foreign customers by using all the available communication channels.

9 Do you participate in fairs?

In terms of fair, we didn't participate much at fairs outside of Turkey. We have been joining Zucrex Fair in Turkey for almost nine years. We waited for increasing our product items for the international fairs. In the future, we plan to participate at one or maybe two international fairs. If we think to launch a new product, we research the goods that the fair visitors are interested the most, services, prices, distribution methods, features, and benefits. It is not surprising that most of our products are determined by these kinds of fair talks.

10 What are your expectations for 2013 and beyond?

Needs never end; they just change. For example, sales channels that lead the way are the one that have wide range, many choices, plenty of variety, and that help customers on their payments. Consumer is trying to get the best and the most economic one. E-commerce should be considered as important as well. Competition is intense. 15-20 different companies are trying to market the same product. And this causes everyone to compensate, profitability to drop, and makes market control become more difficult. Therefore, we feel like we have to find new products or at least new and very different designs. **Era Izgara (Gürsu Ltd.), www.gursu.com.tr**

To prepare a delicious looking toasts and meat grills

PRODUCTS WHICH HAVE “ERA” BRAND ARE REAL NECESSITIES IN ALL KITCHENS.



Having an indoor barbecue feast

Era's SM-4 Barbecue is a perfect choice to make fish, meat, shish, chicken, meatball and sausages. With its removable resistance, heat-resistant feet and handle grips, mountain base (or lower carrier place), removable and easy clean lower tray SM-4 Era Barbecue is best choice who likes meat meals. It's thermostat adjust switch, indicator lamp and 2000 W power are other features. It also has two years of guarantee.

For hot delicious toasts

Making toast with Era's 1800 W – 230 V AC 50 Hz. toaster is completely different experience. Its lid can open as wide as 180 degrees and it is possible to fry deli foods like frankfurters or sausages in large amounts. It is very easy to clean because of its removable and washable surfaces. You can apply pressure from any point by using its wide handle which makes it easy to carry. It has two color options: Red and gray. Press Sandwich Maker is the essential part of the kitchens because of its adjustable lid, non-stick material coated surfaces and its steel body.

Double side grilling effect

Jet Grill is one of Era's latest products. Its timer can be set up to 90 minutes. Both surfaces of Jet Grill can cook; therefore it saves users to turn over the meat to cook both sides and reduces the cooking time by one-half. Jet Grill has cooking time information on it depending on the food to be cooked. As soon as cooking starts, its electronic control panel and indicator light start working as well to ease user's work. Jet Grill's aluminum upper lid is removable. All parts that food touches are removable and washable. 1200 W – 230 V 50 Hz. Jett Grill allows you to prepare delicious barbecues within 20 minutes.



You can grill anything inside

Era Grillex is at your command for anything you want to cook in the grill...It has a heat adjustment button with thermostat for this purpose because different heat intensity is required to roast tomatoes or eggplants or to grill meat. Grillex is protected against oxidation with its aluminum body. The cooking wires inside it are coated with non-stick special material. Its griddle plates are removable and therefore, it is very easy to clean. It also cooks very fast: You can cook anything you want within 15 to 20 minutes. It has 6 Cr-Ni skewers as well as heat resistant bakelite stands. Grillex is very exclusive with its ability to grill and to cook shish.



Stop the smell of fish while grilling

Era Izgara's Fisherman is designed for people who like fish but not its smell. Its color can be red or gray. Fisherman's removable and washable griddles are coated with non-stick material and it can cook grilled or steamed or any kind of fish. It has a protection system that cuts the electric current when its lid is opened. It is preferred because of its ability to grill fish within 20 minutes without any smoke or smell. It has a thermostat, chrome and nickel coated cooking wires, heat resistant handles, and it can be stored in vertical position when it is not used.



“We designed and manufactured the things that don’t always exist!”

ALKAN ZÜCACIYE (GLASSWARE) EXPORTS ACRYLIC AND POLYCARBONATE WITH A BRAND OF ZICCO,

MELAMINE WITH A BRAND OF CARBAUICAR, AND TRAYS WITH A BRAND OF ALFORM.

WE TALKED WITH OWNER OF ALKAN ZÜCACIYE, ERAY ERGİN AND GOT

FAMILIAR WITH ANOTHER DIFFERENT SIDE OF THIS SECTOR.

1

How long have you been operating and could you please tell us short history of your organization?

Alkan Zücacıye (Glassware) has been in this sector for 50 years. I represent the second generation. The first generation got into this business by manufacturing aluminum kitchenware; they manufactured aluminum pans, pots, etc. Then, they manufactured bigger size portable food containers, carrying containers, and pans designed for restaurants. As the fast food and restaurant industry developed, they focused on this field but didn’t promote it. I, as a second generation, wanted to do something different and to manufacture solely hotel, restaurant, and bar equipment. First, I started by importing. Then, I continued to import from Far East countries. This lasted until the year 2000. In 2001, I decided to manufacture again. I and my business partner Ali Kosif started manufacturing some equipment that weren’t made in Turkey. We are the one who manufactured and popularized all kitchen equipment with lids made of acrylic and plexiglass in Turkey for the first time; especially dome lid containers that you see in patisseries and their design belongs to us, too.



2 In which product groups do you manufacture?

We do have registered trade mark named Zicco. We constantly continued our efforts to make Zicco a well-known brand. We offered our products made of acrylic and polycarbonate for sale under Zicco brand. We started manufacturing our melamine products in Turkey by using genuine and 100% pure melamine raw material that we exported. However, our melamine products weren't kitchen equipment like plates or trays that people use at home. We manufactured durable, strong, and heat-resistant products that were entirely intended for big or small hotels, restaurants, or patisseries. And we named this melamine group

3 Do you have any product that has internationally accredited quality certificates?

We do have registered design certifications for our 14-15 products; but these were obtained in Turkey. If you ask me whether we have an international certification, I say this: We don't manufacture products that are equipped with electronic or electrical parts and therefore, they can't have CE or similar certification. But, we are required to be in compliance regarding food contact and we get these certifications from Ministry of Agriculture and Rural Affairs. We have registered design certifications but some companies manufacture almost the same product with small changes and since we are in constant pursuit of innovation we don't want to waste our time on getting justice on commercial counterfeiting; actually, we don't care much. And we keep our registered design certification to protect ourselves against them and refute them if they ever insist that these are their design.

4 What drives you to implement your products?

There is no school for the work we do. I am a mechanical engineer but I can't apply this in my own business. I can't say that our work have a school, design concept, training course, or etiquette. What do we do? We stay in luxurious hotels and eat in high-end restaurants when we are abroad. And we observe: What do they use to serve, what kind of trays they are using while serving? And we try to understand what the trend is. We can't stay behind and therefore, we try to implement these in Turkey. I mean we don't wait these things to come us; we act early knowing that it will eventually come. Of course, we don't copy-cat these products. We determine the trend where it started, see how it is implemented and applied, and try to adapt it for Turkey.

5 Do you do R&D activities and do you have a special budget for it?

I can't give you a definite answer; because, we don't have established and working R&D Department. We do "observe-on-site" work that I aforementioned with a couple of friends here. But, I can say that our expenses are almost 8% of our budget. We do have import group as well but we bring products that aren't manufactured or used in Turkey before. We don't care about manufacturing what was already manufactured.

6 How important "Design" for you?

What is more satisfying than designing a beautiful thing? Design was very important for us even when we first started this business. We always designed and manufactured the things that "didn't exist." We have brought a different color and variety in this sector. We applied for BSCI certification from an American company for the first time. They asked us what we manufactured and we explained them. They couldn't understand how we manufactured all of them and they wanted to see it. So they sent someone here. He came and saw but couldn't classify it. He told us that we weren't pure melamine manufacturer. He couldn't figure out how to classify our products made of acrylic and he called and invited his manager. His manager came with a team. He had the same problem because Alkan's manufacturing cannot be classified into a standard category. We have a little from everything. And Americans defined us as a company that manufactured in three different groups but operated under one roof.

"We always designed and manufactured the things that "didn't exist." We have brought a different color and variety in this sector."

7 What are the features that make your products exclusive than others?

Let me explain: Öztiryakiler and İnoksan; they are our friends. But, they tailor perfect suits in the kitchen industry. And we tailor ties, belts, bow-ties, and cufflinks for those suits. Kitchen products were very simple before us. We colored them and help them to get decorated with accessories. We are in different tracks. Polycarbonate products, which are among our multi-variety products, are very durable and not easy to break. They are shock, cold, and heat resistant products. Our acrylic products are a little bit more decorated and fragile but visually extraordinary. Since they are fragile and chic products, they are more sensitive.

8

I believe you are exporting as well...

We started exporting in 2005 and expanded abroad. I have to mention Mr. Tahsin Öztiryaki from Öztiryakiler here. We entered into exporting business because of his encouragement. Mr. Tahsin said "It is time to export these products." And our first fair adventure started at Ambiente Frankfurt in 2005. Visitors found our products very colorful and different but, initially, we couldn't get in return for the attention that we got first. The reason for this was that European companies were very selective; they didn't know you and wasn't sure if you were here to stay. And we saw and understood that they thought about many things that we didn't think before and then, they would come to the order phase. Later, we participated in the fair in Hong Kong. But, we have preferred to continue our work by participating in Ambiente Fair only for years; because Ambiente is a world-class fair, especially for countertops. It addresses us and it is enough for us. We sell our products to Greece, Italy, Germany, France, Portugal, Australia, and even Central America countries like Honduras. The products that we sell change according to country. Italy orders stylish products that address refined taste. Honduras seeks for durable products different in concept. We do export to Azerbaijan and Turkic Republics. Sometimes, especially our European customers make suggestions or want us to change some details in our products and this helps us to develop our perception. As Alkan, we don't do contract manufacturing.

9

Do you think there is "leader quality" among any of your products?

All of our melamine open-buffet and serving products, acrylic food storage containers and display units; in summary, I can say that our all products that are not manufactured in this sector are special and exclusive.

10

What are your expectations for 2013-2014?

Although our region is in hot spot, life goes on. We avoid from excessive borrowing and we are very careful about this. But, I believe that last year's increase in exports in tourism and restaurant business will continue. And we will contribute this increase by preserving our excitement of producing new things. This is not a wish, this is our view. We continue on this road by believing this.

Alkan Zücaciye, www.alkanzuc.com.tr

Different approaches to the presentation and service

SERVICE AND PRESENTATION EQUIPMENT MANUFACTURED BY ALKAN ZÜCACIYE ARE ESPECIALLY INTENDED FOR THE TOURISM SECTOR AND THEY COLOR FOOD PREFERENCES.

Cones are in sight and in hygienic environment

Alkan Zücaciye's swivel ice cream cone holder manufactured with Zicco brand is very popular especially in patisseries and in ice cream sections of hotels and restaurants. Cones are placed as six different arrays into the transparent ice cream cone holder made of acrylic and then this is placed on a countertop. This design that you could easily take cones one by one looks very stylish as well. Because it is transparent, customer can see the cone used for the ice cream he buys and this makes him to trust the product more.





To be able to select at first glance

This minimal display stand has two brands that are manufactured by Alkan. The stand and melamine are manufactured and put on sale under the brands of Zicco and Carbaicar, respectively. Both of the products are made of acrylic raw material and completely designed by Alkan. Every kind of food a single customer can eat is put on these stands which are manufactured for open-buffets in hotels to help the customer make his selection as he wishes.



For more options at once

All of Alkan Zücaciye's production is almost for display equipment used in open-buffets. The design intends to present according to customers' menus and to address the customer with different food alternatives. Of course, another mission of these products is to show cook's skill more beautiful and appetizing. The only difference between swivel stand and minimal display stand is that swivel stand can rotate around itself and can present 52 different food alternatives to the customer. Stand is Zicco brand and melamine is Carbaicar.



Presentation on tray for patisseries and cafes

This three layer multi-purpose display stand is designed especially for patisseries and cafes. Its stand is Zicco and its trays are Carbaicar. This Alkan product is designed for displaying food on trays. All the trays can be in the same color or in different colors that make the stand very colorful and joyful.

Colorful bowls and happy tables

All Carbaicar melamine bowls are manufactured by Alkan Zücaciye. These bowls made of melamine raw material draw attention with their unique design and beautiful colors. It has seven different color options and black, white, cream, blue, yellow, red, and orange alternatives. These bowls, conforming to the open-buffet concept, are mostly for salads and olive oil dishes.



“You need to learn the cuisine of a country that you sell your products”

HASCEVHER IS TURKEY’S GIANT COMPANY THAT SELLS PANS ALL OVER THE WORLD.

HERE IS THE STORY OF HOW HASCEVHER WAS ESTABLISHED AND BECAME SUCCESSFUL IN

EXPORTING FROM THE CHAIRMAN OF THE EXECUTIVE BOARD OF HASCEVHER;

HACI HÜSEYİN DİNÇER, NICKNAMED AS “OUTFITTER OF METAL”.

1

Could you please tell us a short story of how you were established?

Hascevher Company was established in 1992 as a family firm. Initially, we were a small-sized company that addressed only our region. The area of our location was about 2000 square meters. Economic crises in 1999 hit us as well. We even wanted to change the industry we were in. But, we had worked hard for years and learned this business. Learning a new business would take a lot of years. We discussed this with experts and decided to continue with our current business. It was a Renaissance Period in Hascevher after this decision. We expanded our product range and tried to introduce ourselves and our products to people by joining international fairs. We proved ourselves with our service and quality. We also increased the variety of our products as well as our customer portfolio. Meanwhile, to be able to serve better and faster to our customers, we made a new investment in Kahramanmaraş Organized Industry Region. And we saw benefits of this in production. Our production capacity was 5000 pans per day but, right now, in our new factory, we are manufacturing 30,000 pans and we export them to 44 countries.



2 Mr. Dinçer, could you please tell us about your product line?

Cuisine changes region to region. Our products show variety even within the geography of local consumers, let alone variety with foreign consumers. We observe the changes in the products that we sell in eastern and western parts of Turkey and we manufacture according to these changes we see. We use the same approach for foreign markets as well. For example, you can sell a spaghetti pan used in Italian kitchen in Italy very well but it is very difficult to sell the same product in our country. In fact, this is because each country's cuisine is different. As a manufacturer, you need to learn the cuisine of a country that you sell your products very well and shape your product line according to that. Of course, this is the key for a success in the country you do your sells.

3 Do any of your products have internationally accepted quality certifications?

We have certificate of conformity from TSE, CE certificate from German TUV, CE certificate from Italian Standards Institute for our pans; LAREX certificate from Romanian Standards Institute and trademark registration from Turkish Patent Institute for our steel pans. Furthermore, Hascevher brand is registered by WIPO according to the Madrid Agreement. Right now, we are working on getting ISO 9001 certification.

4 It looks like you took all the precautions as Hascevher Company. What about R&D? Do you do R&D work before production?

In addition to the investments that we did for manufacturing, our R&D units are also functioning right now. Of course we do have an R&D unit. As I said before, if you want to stay in this competitive business, you have to develop yourself, you have to make innovations. The period of manufacturing a standard product and then selling it for years is over. People are looking for a change. If you check the automobile industry, you will see that they make a change in their products every year and then launch them again. We have to do this as well. We have to adapt ourselves to new changes and we have to manufacture new products. Meanwhile, we have also been thinking on how we could make housewives' kitchen more beautiful and how we could make a steel pan more useful for them. We have very important research going on about this as well.

"Being a world brand means we have to intensify more on the design side."

5 What does "design" mean for Hascevher?

We have two designers. We do our own designs and focused more on ergonomic and useful designs. And this makes us special and privileged when compared with our competitors.

6 And there are many special and privileged Hascevher products as well...

As Hascevher, we are manufacturing for world's top brands. We do have thousands of customers in Turkey; but we also want to be a world brand. For this purpose, we join every international fair from South Africa to Chicago. We prefer to grow in foreign markets rather than in domestic market. It is easier to work with foreign markets. We are already a world brand. And this means that we have to intensify more on the design side since we do different design for each country. Because, every country has different religion, traditions, and cuisine and those require us to come up with different designs. For example, the pan we sell in Israel isn't the same as the pan we sell in Germany, and it cannot be... On the other hand, we are also aware of returns of this approach.

7 Which international fairs do you join as Hascevher?

Ambiente in Frankfurt, Germany; Canton in Guanzhou, China; Zühex and Ideal Home in Istanbul; glassware fairs performed by IMMIB in Chicago and Hong Kong. These are the fairs we join related to our industry.

8 Do you export your products?

As Hascevher, we export 80% of our products. Our export numbers as of today is 15 million dollars and our sales reached to 35 million dollars. We export to 44 countries in our portfolio; our products sell well in especially Middle Eastern Countries, Balkans, South Africa, Egypt, Italy, Belgium, Oman, Jordan, France, and Germany.



9 Do you have criterion for your exports?

By considering customer's satisfaction, we make changes based on our evaluations and renew our products according to what customers demand. Hascevher's another advantage is that we closely follow and adapt the new technology. When we include our qualified employees and our collaboration with expert companies to this picture, our success in exporting was inevitable. Of course, Hascevher has many positive attributes. For example, we have a very flexible manufacturing ability. Therefore, we can manufacture the products that our customers want by putting customer's satisfaction first; because each country has its own cuisine. If you don't address every culture by not being flexible, then you will have difficulty in exporting.

10 What are your 2013 targets? Do you have any targets defined for the next 5 years?

We have new investment plans.

In our opinion, everybody should do what they know; but, at the same time, they should renew themselves with the help of developing technology. Competition between companies has become tougher as a result of globalization. Your competitors are not your neighbor Mr. Veli or Mr. Ahmet from Istanbul anymore. Some company from a country you have never heard of can enter your market and can make you uncomfortable. This is a race and if you want to be able to survive in this race, you have to renew yourself. Right now, we have a capacity to manufacture 30,000 pans. We have 17 acres indoor area on 95 acres land. I mean we have a land that is very suitable for expansion. Our purpose is to do our job better and to be able to reach better places. To serve this purpose, we are building another line. We have ongoing investments about this. As long as we are in this race, we will continue on our investments. And our investments will differ. For example, this can be a new investment or the revision of our old technology. Ultimately, we have to survive.

Hascevher, www.hascevher.com.tr



Kitchens that enrich with cooking sets.

EVERY HASCEVHER BRANDED PRODUCT MEANS EASY COOKING AND SAVING IN SPEED, TIME, AND FUEL. TO TOP IT OFF, IT BRINGS ELEGANCY TO THE KITCHEN.



To the ones who prefer pressure cookers

Hascevher's new product Anemon Practica Pressure Cooker Set is a very practical set as its name suggests. This set is designed to help housewives cook meals when they don't have much time. With this set, different meals can be cooked at the same time. For example, it is possible to cook a delicious sauce at the top while pasta is boiled at the bottom. Furthermore, it is possible to fry by using strainer section of this set. Practica is manufactured by using stainless steel, its body is carefully polished, and its bottom is induction capsule bottom. It evenly distributes the heat at the bottom and therefore, it can be used for all kind of ovens; ceramic, induction, or gas oven. Practica's another feature is its specially designed ergonomic and heat resistant Bakelite handles.

If a set is a must for dowry...

22-piece Astoria Dowry Set is especially designed for newly wed couples. It contains a big size pressure cooker, four pans in different sizes, dual frying pan, 3 pots in different sizes, and a teapot. It contains all the necessary pieces needed in the kitchen. Other positive features of this set are its bakelite handles that don't burn hands and its carefully polished exterior surface. Glass lids of the pans are ideal for checking the status of the meal without opening the lid. Ones who set up a new home or who want to renew their kitchenware, this is for you...



Nr1 for pasta lovers

Who doesn't like pasta? Hascevher's Pasta Pan is a "must-have" for homes that serve pasta all the time. The strainer on product's lid prevents boiling pasta water from overflowing and helps draining the water after pasta is boiled and ready. The exterior surface of the product is polished and is made of stainless steel covered with a special alloy against fading. Furthermore, its induction encapsulated bottom evenly distributes the heat at the bottom of the pan. Its handles are special Italian design and, probably, using strainer will be history because of the Pasta Pan that surrounds the body of the pan and that easily drains the water when it is uplifted.



For aesthetic and practical pan seekers

Leaf Set is Hascevher's another assertive design. Leaf Set is 8-piece set and each piece has a lid. It is a very esthetic product with its specially designed bakelite handles. Furthermore, it gives kitchens great aesthetic and visual wholeness and it can be washed without any hesitation in the dishwasher. Leaf Set displays a modern appearance with its half-satin, half-mirror polish exterior surface. This set is actually prepared to complete the designs featuring metals in the kitchen design. It is suitable for all kinds of ovens with its induction encapsulated bottom like all other Hascevher products.



Pressure cooker worthy of the palaces

Hascevher's Hürrem model is made of stainless steel and it has carefully polished exterior surface. Hürrem evenly distributes the heat at the bottom with its induction encapsulated bottom. It is suitable for all kinds of ovens. It has a pointer that shows the maximum water level and this prevents adding excessive water into the pressure cooker. Specially designed ergonomic and bakelite handles allows holding the pressure cooker without burning hands. Safety is Hürrem Pressure Cooker's another feature. The silicon seal on the lid prevents accidental opening of the lid under pressure when the valves don't work because they become dirty when cooking; it comes loose to release the steam out.

“Our most important feature is designs and colors that coalesce into designs.”

WE TALKED WITH KERAMIKA GENERAL MANAGER EMİN YÜCE ABOUT COLORFUL

CHIRPY, AND HEART WARMING KERAMIKA PRODUCTS AND HIS EXPECTATIONS

FOR THE FUTURE AND HIS COMPANY. WE STEPPED INTO A VERY COLORFUL WORLD.

1

Could you please tell us about Keramika's history and how it was established?

Keramika Seramik was established in 2007 by UNSA Mining, Tourism, Energy, Ceramic, Wood Products, Electricity Generation Industry, and Trade which has been operating in the field of mining since 1972. Keramika, even today, is one of the main companies that manufacture colorful kitchenware from ceramic. It entered into this sector with a catch phrase of “We are coloring your kitchens.” Keramika draws attention with its models and designs, but especially with its colors. It does export to many countries with its colorful products and quality. I have to point out that our products conform to ISO 9001:2008 standards. Our company's main goal is to raise its export share by placing emphasis on customer satisfaction and quality. Therefore, its target is to reach new customers with its ambitious products and by constantly doing R&D activities and participating domestic and international fairs. Our companies like Kütahya Outlet, Kütahya Otogar, Eskişehir Cengiz Topel Caddesi, Balıkesir Susurluk Outlet, Bursa Haşim İşcan Caddesi and Bandırma Liman AVM, which we started operating for this purpose guide us on this road. We have the opportunity to get to know customer demands closely with the help of these companies.



2 What would you like tell us about your product line?

We have a wide range of products including dinner sets, breakfast sets, fruit plates, baby food sets, promotional products, and tea sets. Keramika is a kind of company that constantly renews its production variety and aims to expand its product line with its R&D and P&D activities.

We are aware that we are way ahead of what we planned when we first entered into this sector from the product perspective but this is not enough and we still have a lot to do.

3 What drives you on implementing a product?

Prior to decide to manufacture a product, Keramika's business department, design department, and sales and marketing departments arrange many brainstorming meetings and then works on customer demands, trends, and parameters are brought to life.

Before final decision is made, we do products for demonstration purposes only and these products put up for sale in seller shops that we work with and also in our outlets; in a way, we observe customer's reaction. If we get positive demands then we start mass production.

As Keramika, we are the first one in our sector that assumes the domestic and international promotion network of domestic companies.

4 Do any of your products have internationally accredited quality certificates?

Just a couple of minutes ago, I told that we had been handling domestic and international promotions. On this occasion, we had the happiness of being able to manufacture products conforming to international standards. As a result of this, we started doing yearly "Factory Compliance Audits" required by international companies. In addition, we got a certificate of lead cadmium compliance.

However, we mainly do R&D activities. Since we know that innovation is impossible without R&D activities, we established a young team that constantly studies and does research. We dedicate enough budgets for their activities. Soon, we will have 100% annual production as a result of our recent investment decision. And this means that the budget share for R&D activities and innovation will increase in upcoming years.

"Keramika products have no adverse effect on human health and they can be used with peace of mind."

5 What does design mean for Keramika?

The most important features that distinguish Keramika from other companies are designs and colors that coalesce into designs. The products that will energize you and color your tables will accompany you on the tables set with Keramika. Therefore, the more different colors and designs we provide the more the buyers are. That's why I can't think Keramika without any color or design.

6 When you compare yourself with your competitors, what are the features that make your products special from the others?

The most important thing that makes Keramika special is its colors. Other most important features of our products are these: Keramika products have no adverse effect on human health and they can be used with peace of mind and they differ because of our perception on quality. Because, as Keramika, one of the most important issues that we care since Keramika was founded is customer satisfaction. If a product with Keramika signature on it is preferred over and over again and can draw interest despite of its young age, it is all because of customer satisfaction. And customer satisfaction is directly related to substance of the product. Our biggest competitor in this sector is China. Most people don't know how products are manufactured or what kind of material is used during the manufacturing in China; but informed customer pay attention to these things. Keramika manufactures its every brand in compliance with TSE 9001:2008 standards and quality control is done by very professional team. This is something we will never compromise and our employees are very diligent about applying this rule.

7 There must be one product with "leader quality" among your products. And how do you follow the new technologies and developments in the area you manufacture?

As you know "tastes and colors are indisputable" but our Moon Star and Diva Decorated Breakfast and Dinner sets are in coalesce with Keramika and they became number-one sets now. Sale numbers for our colorful appetizer plates and our latest launched products Strawberry Breakfast Set and Almond Dinner Set are very good. And I can say that the secret of these successes is to follow the trends closely. We have to follow everything; new TV series, apparels of world celebrities and even the colors they are using. Of course, another side of this work is manufacturing. And for this, we closely follow the manufacturing levels performed with new technology and important fairs and conferences of our sector. We encourage our employees who are expert in their fields to participate in these fair and conferences.

8 Do you export your products? Which products and where do you export?

20-25% of our current production capacity is on exporting. Recently, we see increased demand from Arabic countries as a result of Arab Spring. You can also see our products in Europe, Russia, and many countries in other regions.

9 Do you participate in important fairs in your sector that are related to your production?

Every year, we do participate in Ideal Home and Zuchex fairs where glassware industry's leading companies, which we call giant companies, introduce their new products. Abroad, we participate in Ambiente Fair in Frankfurt and this fair is globally very important. It is also very important for our sector. Technologically, Europe is ahead of Turkey and they use this successfully in their manufacturing techniques. We may see many different designs and decors even though we are in this sector. We can feel that the attention to Turkish companies in this fair increased a lot for the last two years. And this is because of companies like us that manufactures in European Standards.

10 What are your targets for 2013 and for future five years?

Keramika's first target is to double its annual production capacity without compromising from its quality and customer satisfaction and then, by placing emphasis on brand recognition, to reach the target population that we couldn't reach before.

Keramika Seramik, www.keramika.com.tr

Everyone has the right of having beauty on the table!

KERAMIKA'S PRODUCTS HAVE TWO COMMON POINTS OTHER THAN QUALITY: MIND-BLOWING COLORS AND EYE-CATCHING, DIFFERENT, AND ELEGANT DESIGNS.



Don't forget the babies and little kids!

It is very easy for an adult to go shopping and to choose a dining set. What about babies and children? Let's admit it; the most neglected population on dinnerware is these tiny people; temporary plates and bowls or baby food given with dessert spoon.... However, elegance, harmony, and beauty are their rights, too. The real purpose of this baby food set designed by Keramika is to let the children have the pleasure of dining that they deserved, to create a base for their taste on dinnerware, and furthermore, to make them accustomed to the pleasant eating. Zoo Baby Food Set is a 7-piece set decorated with cute animals. It is dishwasher safe. And one last note: The box designed for this product can be used as toy box as well.



Red-white and extremely stylish!

Keramika's 24-piece Drops Dining Set is organization's one of the most loved and the most preferred products. This dining set, which is colored by the elegant harmony of red and white, brings different atmosphere to the table where the dinner is served as well as the dinners it is used. Drops is especially preferred by the people in Far East and it has different alternatives decorated with different colors. Drops is a kind of magical product because it answers the demands of people who love simple or spectacular dinner tables.



A pleasant design for complimentary fruit and cookies.

As the spring comes, Keramika's fruit plates designed with special colors turn into pastel colors and flowery and spring fruity patterns. These plates are brought to the table or coffee table as two level fruit plates and they are available in different patterns, colors, or even in a single color. The most important detail about this fruit plate is this: This product with its ergonomic design can be used for serving cookies or biscuits. And of course, it looks very pretty with an elegant Keramika tea set.



To eat olives effortlessly at the dinner table

Olive is another essential item of a breakfast; especially in Mediterranean countries. Furthermore, olive is also a part of tables during the month of Ramadan in the Islamic World. It adorns the fast-breaking dinner tables and is as valuable as date. There are thousands of olive varieties growing on the Anatolian land. Therefore, it looks like these olive plates designed by Keramika will be an essential part of olive-loving countries, especially Turkey. These olive plates are manufactured in any color you like and it can be used as sauce cup as well.



Let's adorn the breakfast tables with joy.

It is a different pleasure to be able to find all the colors you want in breakfast sets which are Keramika's one of the most eye-catching products. These sets turn the breakfast table into a great feast, especially on weekends. They consist of 34 pieces. The best part is that you can expand the set to 44 pieces if you have a larger family. Some of the pieces have eye-catching flowers while some of them have stylized drawings. You can find models with black-red-white colors combination or single color. In fact, everything is left to user's color taste.

Colors through the eyes of a color expert

LEATRICE EISEMAN, THE DIRECTOR OF THE EISEMAN CENTER FOR COLOR

INFORMATION AND TRAINING, A COLOR EDUCATOR, CONSULTANT AND

FORECASTER AND THE AUTHOR OF EIGHT BOOKS ON COLOR,

ANSWERED THE QUESTIONS OF TURKISH KITCHENWARE.

How do you predict these trends?

There are nine different color palettes because people today have different lifestyles— it is not like the “olden days “ when everyone decorated in much the same way, as there is much more individualism shown in consumers preferences. We literally comb the world looking for trends indicators, which includes influences from different cultures, traveling art collections and the outstanding colors attached to those collections, technology and the availability of of new textures and fabrications that will impact color, upcoming films, upcoming sports events that are gaining international attention and colors of the host country, socio-economic conditions, fashion influences.

How will these trends be reflected in kitchen furnishings and products?

These nine palettes will affect housewares goods as consumers will have more exposure to these colors, through advertising, magazines, on the web and in color forecasts. Choices must

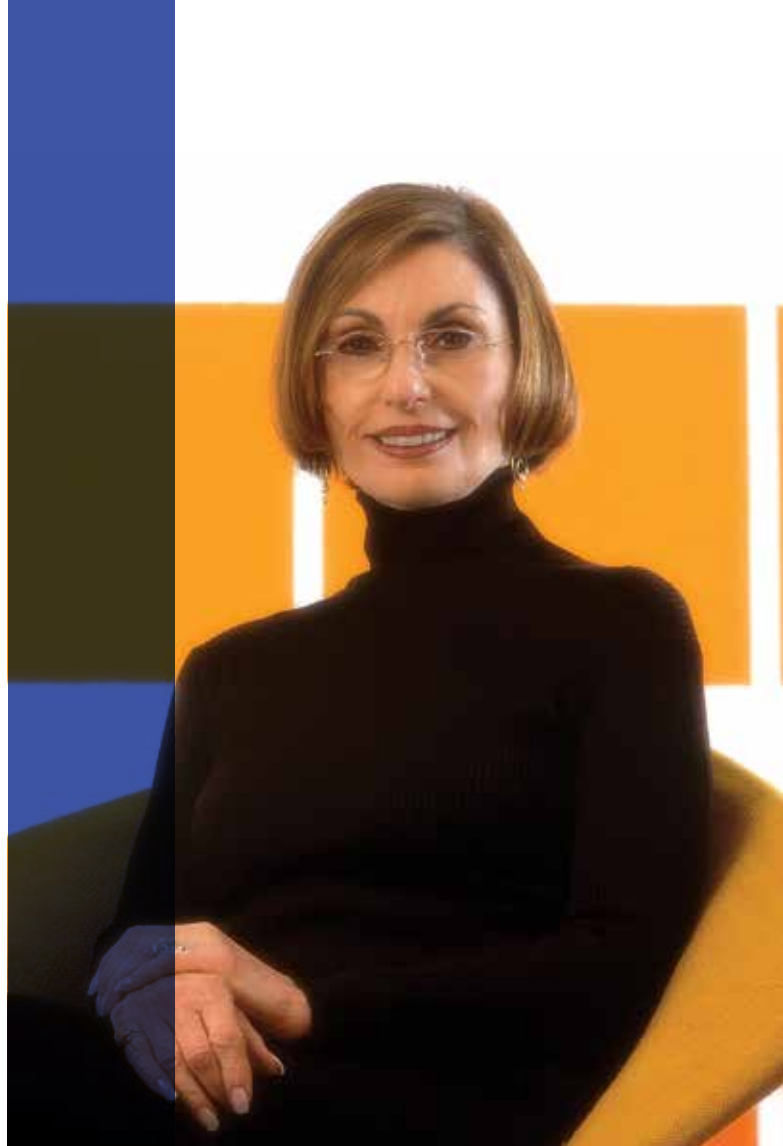
be made by individual companies as they know best their targeted consumer. When I help companies make those color decisions, it is always necessary for me to have a great deal of information about the target consumer, the competition and the colors they are using, price points and all other relevant information.

Do you think colors affect peoples’ lives or psychology?

It is necessary to have someone at the company, or at least engage someone with the knowledge of the psychology of color as well as trends in order to give the proper guidance for color choices.

Why is it important for the people in the manufacturing industry to work with a color expert?

It is necessary because color has a very big impression on the targeted consumer. If color choice is not correct, it can mean the loss of a very large investment.



Are there some colors specifically preferred by either men, or women?

Most men, unless they live alone, will defer to women’s color choices in the home. Today, most colors are considered “unisex” for products in the home. Even typically “feminine” colors such as hot pink can be used by both male and female. This is part of what I teach in seminars for various industries so that they have an updated view of what is currently acceptable.

Does color affect people’s buying inclinations, or preferences?

Absolutely. Up to 85% of buying decisions can be based on color.

What would you like to advice to the designers? The printed colors or the colors on the screens?

I still prefer working with the actual color samples and a system such as Pantone, because the communication is more

Today, most colors are considered “unisex” for products in the home.

accurate. I would not send colors digitally to a client because I cannot be assure that they will see the same thing on their screen as I see on mine. However, if they own a Pantone, especially for interiors and home, they will have the actual repository of all of the colors I might be recommending.

What colors do you prefer in your own home, and especially in your kitchen?

I have a great deal of yellow in my home as I live in the northwest section of the U.S. Where winters can get quite gray. Because yellow is associated with the sun in every society, it brings cheerfulness and helps to alleviate depression. It also combines well with many other colors. But I have used other colors in some rooms as I love color and understand the effect that is has on mood and human psyche.

*www.colorexpert.com
eisemancolorblog.com*

İMMİB at International Home and Housewares Show - Chicago

İMMİB WILL TAKE ITS PLACE FOR TURKEY IN IHHS SHOW. 20 TURKISH COMPANIES WILL TAKE PART IN THE SHOW AS A PART OF NATIONAL PARTICIPATION.



The IHHS Show is celebrating its 75th anniversary.

Held across the Atlantic, IHHS Show is a fair which attracts broad participation and global attention and İMMİB took its place in the organization. 5 individual companies and 20 companies as a part of National Participation attended the fair, making the total number of Turkish companies there 25. On the other hand, this year an incline in the number of the houseware companies in the fair, International Home and Housewares Show, is observed. Also, including the companies manufacturing personal care products and offering their products by wholesale, retail, via chain stores and specific order channels, approximately 2100 companies and more than 60 thousand visitors participate in the fair. One of the firsts of the fair, which celebrates its 75th birthday this year, is the 2013 ih+hs - mobile application. The application, which has a direct link to Housewares Connect 365, IHA's online web-based online industry search tool, offers several new features.





Handicaps will disappear with design!

Within the scope of “Design for the Handicapped, Old and Children”, Istanbul Ferrous and Non-Ferrous Metals Exporters’ Association, Istanbul Electrical Electronics and ICT Exporters’ Association and Istanbul Chemicals and Chemical Products Exporters’ Association, affiliated to Istanbul Mineral and Metals Exporters’ Association, organized a series of competitions in the last months of 2012. The designers designed products to answer the nutrition, hygiene, education, health, safety, entertainment and rest needs of the handicapped, old and children. The competition, in which 238 designs competed, was held on the 21st of December, 2012 the panel included experts and entrepreneurs from the sector. The top designers were awarded a scholarship program for 2 years’ education by the Ministry of Economy. Design for All expert Prof. Lena Lorentzen from MidSweden University gave the most significant support to the organization.

Turkish companies proud at Ambiente

For the 18th time with the National Participation Organization, İMMİB (Istanbul Minerals & Metals Exporters’ Associations) participated in the Ambiente Messe Frankfurt Fair, held between the 15th and 19th of February in Frankfurt, Germany. Along with the 61 İMMİB members, approximately 50 more Turkish companies attended the fair and the Turkish kitchenware and house ware producers signed under this pride. Turkish companies attracted attention both with their designs and prices of their quality products such as metal, plastic, glass, porcelain, electrical kitchen and household appliances. The fair welcomed more than 4.500 companies and 140.000 visitors and witnessed many trade agreements. Many events were also held at the fair ground which consisted of 27 exhibition halls. These events attracted attention especially of the experts called “trendsetter” or “trendwatcher”. Experts, who spot the new trends before they are come up or check the best application of the current trends, especially went to the halls in which the latest and newest inventions.

İMMİB is at the Hong Kong Housewares Fair 2013

While we talk about kitchenware fairs, it is not fair to skip Hong Kong Housewares Fair which will be organized between April 20-23 this year in Hong Kong Convention and Exhibition Center. Turkey’s national participation in the fair will be handled by İMMİB for the 9th time. Hong Kong Housewares Fair will be attended by 21 Turkish İMMİB member companies and two other Turkish companies prefer to attend the show independently. Thus, in total 23 Turkish companies will display their products made of stainless steel, plastic, glass, copper, steel teflon, enamel and melamine. While some of these products are for kitchen and house; products for giftware and decoration will also take place.



Hygiene, speed and safety in industrial kitchens

TURKISH COMPANIES ARE ON THE VERGE OF BECOMING GLOBAL BRAND WITH THEIR INDUSTRIAL KITCHEN PRODUCTS, WHILE BECOMING SOUGHT AFTER NAMES WITH THEIR PRODUCTS THAT

MATCH GLOBAL STANDARDS IN TECHNOLOGY AND HYGIENE.



From Öztiryakiler and only for glass washing

Öztiryakiler have been producing dishwashers since 1989 and their primary aim is that customers get the maximum performance out of these meticulous, fast, high capacity, practical and economical machines. Segregating their dishwasher products in time, Öztiryakiler recently came up with the much loved Glass Washing Machines. Depending on the size of the glasses, the OBY 500 B Series can wash up to 1715 glasses in an hour. Preferred mainly in cafe and bars where glasses are used most frequently, these machines are stainless steel, with a one-part washing tank, gastronomic and hygienic. The fact that they have one program saves energy, water and detergent.

Öztiryakiler, www.oztiryakiler.com.tr

Maksan Dishwasher saves water

Maksan's DW 500 Dishwasher, for use beneath counters, can wash up to 500 plates in an hour. Produced by one of Turkey's leaders in industrial kitchen products, this machine is a savior for small and mid-size hotels and restaurants. Ending the problem of dishwashing in these places, the DW 500 is also appealing with its other features. Washing in 50 - 50 °C DW 500 dries in 85 °C which results in perfect hygiene. The DW 500 can also wash 16 plates in only two minutes and also with only two liters of water, making it an environmentally friendly product for clean water sources. Press one button and trust DW 500 and then you can care for your customers with peace of mind.

Maksan Mutfak, www.proexpert.com.tr





The highly economical Inoksan Gas Boiler Oven

The Gas Boiler (Steam) Oven from Inoksan aims to present both job owners and experts with a speedy and economical solution. While saving energy through its high technology, super burning performance, its design makes for a safe, hygienic, ergonomic and easy to use product. It cooks many meals at once, cools down easily and can start cooking with only one button making it friendly for experts. It also de-freezes food right out of freezer very quickly. With its special equipment, you don't have to turn the meat upside down because this oven will cook both sides evenly. It also prepares high quality pastries when set to right fan speed and humidity percentage. The Gas Boiler (Steam) Oven reduces cooking and grilling time with a percentage of 50.

Inoksan, www.inoksan.com

Cancan's square shaped can opener

Industrial kitchen equipment brand Cancan has become the first company to produce Turkey's first square-based cheese can opener. Named New Professional Type Electrical Can Opener, this new design opens and keeps ready for serving square-based cans of cheese, paste, pickles, olives and olive oil etc. This product, which opens square-based cans quickly and safely, is ideal for all producers that seek hygiene and safety, mainly companies that produce large amounts of food. Professional Type Electrical Can Opener can open 3 to 8 cans in a minute. With its adjustable plunger it can open cans sized between 60 mm - 350 mm and avoids mistakes with its specially produced helical gear. Its double-sided sharpened knife it guarantees twice normal life expectancy. Its stainless steel rotating tray, moving tray and lid holder are more pluses on the product's side. **Cancan**, www.cancanmakina.com



Baysan, to enjoy "Döner"

One of the most special tastes of the Turkish kitchen, the Döner, is now known and seen as an alternative fast food product almost all around the world. Baysan is ready to introduce it to the whole world with its four-radian, overhead engaged Döner Machine! Produced completely from AISI 304 quality stainless steel sheet, this machine is also suitable to Europe CE standards. In case fire is turned off it automatically shuts down gas flow with its safety valve and its radian stones are made from a special ceramic that is resistant to extreme temperatures. Another feature of this machine is that the engine on it can rotate both ways and once every minute. This makes it much easier to use this machine.

Baysan Makina, www.baysanmakina.com

**EVERYTHING
ON IT IS SAFE!**

The most significant feature of these trays by Bora Plastik is that they are made of polycarbonate material. These trays have special, non-slippery surfaces. They are produced in three different sizes and are suitable for domestic use as well as businesses such as cafés and restaurants. These trays are the best helpers of the new waiter and waitresses, and those scared to use trays for the fear of dropping them.
Bora Plastik, www.boraplastik.com.tr



LITE TABLES FOR SPECIAL DAYS



Mercury Black Serving Sets of Hisar are designed for unforgettable tables on special days. The products of Mercury line have rectangular, elliptical and circular shapes, and their handles and legs are black and adorned with glittery stones. Mercury line, produced in black, gold and silver, has a wide range of products from soups to serving equipment, tea sets to salt-pepper and oil-vinegar sets. Tea lights placed under the products are designed especially to keep the food always warm.
Hisar, www.hisar.com.tr

THE IMPORTANCE OF ERGONOMICS

This practical carafe of 2 lt capacity produced by Üçsan Plastik is made of healthy materials. The shaft of this carafe is made of SAN and its lid is made of ABS material. It is awarded the certificate of Turkish Ministry of Food, Agriculture and Livestock. The carafe is dust and odor proof thanks to the moving part in the lid, and its special, ergonomic rim design enables both comfortable and even flow of water, and ease of use. Due to its friendly design of fridge shelves and fridge racks, it looks like the carafe will be an indispensable product of the summer.

Üçsan Plastik, www.ucsan.com.tr



VITAMINS FROM FRUITS TO THE GLASS

The Multi Press juicer by Emsan is ideal for those looking for a healthy drink but have no time to prepare. Thanks to Multi Press which can juice citrus fruits as well as grainy fruits such as pomegranate, it is possible to prepare fruit cocktails of different texture, color and aroma. It's ergonomic design, stainless steel shaft and nonslip plastic sole provides ease of use. Emsan, www.emsan.com.tr



TO PROTECT THE SURFACES WHILE COOKING

Soft Bowl Silicon Spoon is a product of PDS Health and Food Equipments. The spoon made of hygienic and healthy liquid silicone is non-scratch and non-stick and it offers ease of use and effective solutions on every cooking surface. PDS launched the Soft Bowl line as an answer to one of the most important needs of a kitchen and they continue designing user-friendly products. PDS Health and Food Equipments, www.pds.com.tr

THE RISE OF MELAMINE TABLEWARE



Having almost 40 years of experience, Külsan A.Ş. has been the leading manufacturer of melamine tableware, and serving equipment.

Now, Külsan introduces Gastro Boutique in melamine. Besides having ultra-break-resistant Thermoset Tableware® and Arcoform® non-slip laminated trays formerly, the company now introduces a very high quality melamine buffet service equipment line called Gastro Boutique®. The line offers serving in elegant and stylish bowls, plates and trays. These 100% food safe products are also break-resistant, durable and dishwasher safe. The products have the look and feel of heavy china or ceramic ware but less likely to break or chip at the corners or edges. Moreover, they are lighter to handle and carry.

Külsan, www.kulsan.com.tr

FOR PRACTICAL AND HYGIENIC TOILETS CAKERISE



This set by Ansan Metal ve Plastik under the brand of Alba, consists of toilet paper and toilet brush together. Its shaft is and aluminum tube while the other parts of the set are made of plastic. The brush container is not connected to the base to

take out and clean. The product comes in orange, black, green, dark blue and brown. Ansan, www.ansan.com.tr

HOW TO CARRY MANY TABLEWARE IN ONE GO: TRAY!



The melamine trays manufactured by Albayrak Melamin draws attention by the images placed on the tray base. The trays

are made of melamine. This product stand out with its stylish simplicity and ergonomic design; and thanks to the high edges, it guards everything carried. With its easy and ergonomic handles, it is also a different alternative for the warm workplaces as well as homes. Albayrak Melamin, www.albayrakmelamin.com

COMFORT COMING WITH CR-NI



Evyelüks produces stainless steel kitchen sinks for 40 years. As it produces in a wide variety ensuring a high quality, it

is the choice of the kitchens of the world. Evyelüks uses the European standard AISI 304 BA 18/10 CR.NI. stainless steel for its products. It has been awarded not only the warranty certificate by the Turkish Standards Institution but also CE, ISO 9001 certificates, Ukrserppo from Ukraine and Gost from Russia. The company offers to manufacture products with different thickness and design upon demand as well. Evyelüks Metal, www.artenova.com.tr, www.evyeluks.com



ELEGANCE OF BLACK

Cenk Metal's Zest Gusto series is forged aluminum cookware set which is consisted of 7 pieces. The series has CE / EU and SGS certificates. With its 4 mm thick bottom and ceramic coated inner side, it has lead and cadmium free nonstick coating. The outer part of the set is silicon coated which is resistant to high temperature. It is also an environment friendly cookware. Zest Gusto series has borosilicate lids and handles and it is also a remarkable product of Cenk Metal with its burgundy, night blue and black color choices. Thanks to its ceramic coated inner side which enables using metal cutlery.

Cenk Metal, www.cenkmetal.com.tr



COMPETENT OF PRESSURE COOKERS

Alpin Çelik's pressure cookers represent Turkey in Europe in a way. The company, which produces only pressure cookers, can be called expert on pressure cookers and pressure cooker production. Besides, all Bertone labelled Alpin Çelik products are from 18/10 CrNi 304 stainless steel. To put the quality on one side, the most astonishing side of these pressure cookers is their innovative and functional designs. Alpin Çelik is also known its credible and safe products and as a result, the four-stage safety systems included in the products let Alpin holds TÜV and CE certificates. Alpin Steel, www.bertone.com.tr

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