

turkish kitchen

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ware

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ARDA TÜRKMEN

COOKS FOR WORLD STARS

DESIGN&DESIGNER

HAKAN DİNİZ

STYLE

DANCE OF COLORS IN THE

KITCHEN

**BUSINESS
WORLD**
TIPS FOR DOING
BUSINESS WITH
TURKISH BUSINESS
PEOPLE

AMBIENTE 2014

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kitchen ware edito



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

Hello,

Ambiente, the world's biggest trade fair for kitchenware and household appliances, attracts nearly 145 thousand visitors every year wishing to know about thousands of new and innovative products. And this offers a great business opportunity to you.

More than 4.700 producers and suppliers from 80 different countries participate in Ambiente, organised in three categories: Dining, Giving and Living. For the last 19 years, IMMIB has been arranging a national participation program to encourage Turkish companies to participate in Ambiente Fair, which has become an important meeting point for the industry across the globe.

The event offers you the opportunity to meet new business people and build new business relations. It is organised in well-designed large space in a manner to help visitors easily find what they need and guide them all the way to the right participants. Ambiente 2014 Frankfurt features innovative solutions to the culture of dining table and home decor. In this year's edition of the event, visitors will be able to arrange their visit according not only to product types, but also to product styles and industry segments.

As to the topics covered by this edition of our magazine which is dedicated mainly to Ambiente; If Turkey is among the markets you are focusing on and if you are looking for some golden tips on how to do business in Turkey, we strongly recommend you read the article titled "Tips on how to do business in Turkey". Traditional Bursa knives, one of the most important local arts in Bursa, can be found almost anywhere in Anatolia but have no presence beyond the national borders. We made a joyful interview with Hakan Diniz, an industrial kitchenware designer, who told us about his latest designs.

Karma Kristal and Narin Metal are among the participants of Ambiente that we introduce to you in this edition. We also interviewed Sema Güral Sürmeli, a director at NG Kütahya Seramik Porselen Turizm A.Ş. who told us about the company's branding operations, new investments, new trends and future business strategies. In short, this edition of your magazine will update you on the Turkish kitchenware industry, on one hand, and guide you through the Turkish culture, business world and cuisine, on the other hand. Enjoy reading...



Contents

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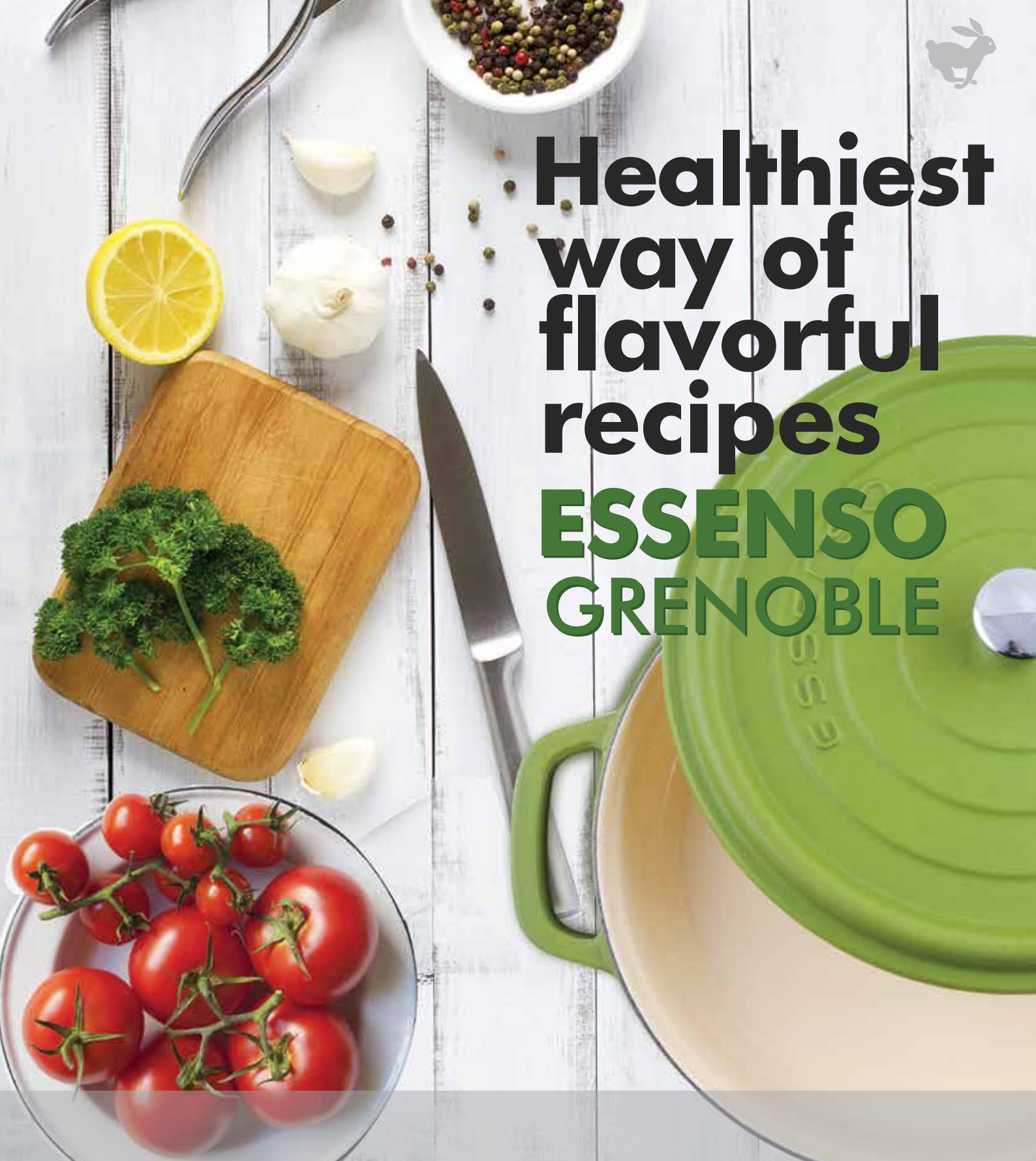


- ▲ 6 Market
- 12 Hot Trends
- 16 Design&Designer: Hakan Diniz
- 20 Regional: Traditional Bursa Knife
- 24 Styling: Dance of colors in the kitchen
- 30 Women at business life: Kütahya Porselen
- 34 Interview: Narin Madeni Eşya
- 38 Interview: Karma Kristal
- 42 Chef: Arda Türkmen
- 46 Agenda
- 48 Business World: Tips for doing business with Turkish business people
- 50 Industrials
- 53 Contact File Contact list of Turkish kitchen, home and tableware manufacturers



Healthiest way of flavorful recipes

ESSENSO GRENOBLE



ESSENSO PRESENTS A NEW TECHNOLOGY:

CAST IRON MEETS CERAMIC

With all the heat-retaining qualities of a cast iron cookware, GRENOBLE series have a natural ceramic coated interior



ESSENSO
essenso.com.tr



30 YEARS' PRODUCTION EXPERIENCE NOW IN ALUMINIUM

Avşar Emaye has been continuously active in enameled cooking utensils sector for the last 30 years. Right now Avşar Emaye is among the leading companies in enameled cookware production sector not only in Turkey but also in Europe. The current output of Avşar Emaye consists mainly of what we call enameled cooking utensils, like casseroles, pans, saucepans, tea-pots, deep fryers etc. which are formed in special ways. All these products are produced in different forms, colours, decors and thickness for local market in Turkey and for 35 different countries by considering their cultures and economical conditions. Aluminium cookware products with outer surfaces embellished with brightly colored porcelain enamel and patterns or non-stick coating according to customer instructions. Enamel coating makes the outer surface of the products much durable than similar products. Additionally, the enamel coated product range features scratch resistance, burn proof and smut proof. www.avsar.com



MİSİS CERAMIC PAN SET OF 5 PIECES

The Misis collection is an appealing one and comes in seven different colours. Produced by Papilla Ceramic, Misis pans and sauce pans bring healthy food to your kitchen. The Misis collection is manufactured from pure aluminium body through special processes. Since the special body structure of Misis allows for even-constant heat distribution, cooking is more enjoyable and easy.

The Misis collection has a special EcoCeramic inner coating and a heat resistant, high quality enamel outer coating. Accessories, specially designed for ergonomics, elegance and convenience, are made of heat resistant bakelite material. www.papilla.com.tr, www.alcomin.com

HANDMADE PRODUCTS BY KÜÇÜK ESNAF

Established in 2000, Küçük Esnaf Hediyeelik Eşya ve Dekoratif Aydınlatma is engaged in the souvenir sector. The company's products are completely handmade and produced in Turkey. Inspired by various Anatolian patterns, all the products represent the transformation of mastery and patience into art. The company sells its products in more than twenty countries and aims to do the same in other markets around the globe.

www.artmosaiclamp.com



AKEL ELECTRIC GRILL FOR TASTE ADDICTS

You do not have to wait for summer or go out on a picnic to have a grill party. Akel Electric Grill, produced by Akel Electric Household Appliances, is out on the market for those pursuing a healthy diet and wishing to enjoy grilling at same time all year-round. Equipped with a lid, Akel Electric Grill cooks meat, poultry, fish and kebabs in 15-20 minutes, helping the food retain its original taste. With its grilling surface being fitted to the lid to cook food from above, Akel Electric Grill releases no smoke and smell and cooks meat just right, soft, juicy and tasty. With its removable dishwasher safe heating elements, Akel Electric Grills comes in five different models. www.akelevalletleri.com

narin

www.narinmetal.com

*elegancy in your
kitchen*

7-11 February, 2014

Ambiente Fair in Frankfurt, Germany
Hall 3.0, Booth H.50

12-16 March, 2014

Hostech by Tusid Fair in Istanbul, Turkey
Hall 6, Booth E.14



PIRGE MAKES KNIVES ESPECIALLY FOR CHEFS

Knives made especially for chefs under the Pirge brand name by Yeşilyayla Kesici Aletler, a knife and cutter producer established in Bursa in 1879, are sold across Turkey and exported to 22 countries. The most special and valuable product of Pirge, the Chef Knife with a 21 cm long cutter, is made of genuine hot forged stainless steel. After being heated to the point of glowing, stainless steel is forged into shape in presses of 1000 tons and this marks the steel's first journey to become a special Pirge. After being forged, it is carefully processed in computerized machines of Yeşilyayla Kesici Aletler, with hafts mounted and cutter sharpened by the most valuable knife masters in Turkey, before being ready for use.

www.pirge.com



NON-STICK, SEALS...

Meat cooked at LAVA enamel cast iron pans never sticks to the pan. There are two reasons for this. First, high heat on the surface of pan seals the surface of meat. This retains the taste, water and all nutritional values of the food sealed. (It forms a dry and hard layer in a short period of time or briefly, let's say it browns). So, while the meat first sticks, it looses within a couple of minutes - after the humidity on its surface is removed. Secondly, only some part of the meat comes into contact with the pan thanks to the grill drains on surface ensuring that it is easy to separate meat from pan and it forms nice burning marks on meat. www.lavametal.com.tr

ESSENSO SERIES

Lisbon line blends the latest culinary trends and innovations, including patented ceramic coating and compatibility with induction cooktops. Modern designed riveted stainless steel handles are combined with professional non stick performance.



www.essenso.com.tr

Essenso Ecotouch Napoli Casserole brings a green alternative to your kitchen.

The interior coating is PFOA and PTFE free, providing a healthy and pleasant cooking experience.



VACUUM STORAGE CONTAINERS

Lux Plastik continues to provide products that make life easier. Lux Plastik is also a self-confident player in the market for vacuum storage containers. Vacuum storage containers, intended to help you keep your food fresh and healthy for longer periods of time and to add colour to your kitchen with elegant and convenient designs, keep your food airtight for long term freshness. With the storage containers of Lux Plastik coming in various sizes, you can safely store any food from rice to lentil, from tea to spices, and on from pasta to chickpeas.

www.luxplastic.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 600 different models of plastic household and horeca line.



PAŞABAĞÇE ELEGANCE BROUGHT TO TABLES

The Workshop Joy Collection which Paşabağçe creates using different patterns and colours every year adds colour to tables with new products. The Workshop Joy Collection, created by Paşabağçe, one of the three biggest glassware producers in the world, using different patterns and colours every year, will continue to add dazzling touches to your tables. Designed in red, white, midnight blue and gold, the Workshop Joy 2013 Collection comes in two combinations. In one of them where the longing for nature is reflected in the colours of winter, trees are ornamented with blue and white snow. And in the other combination, red stars scattered on the edges of the products as if trying to imitate the Milky Way. Consisting of chalices, tumblers, plates, vases, serving plates and sets and tea and coffee glasses, the Paşabağçe Workshop Joy 2013 Collection is offered to the taste of consumers in premium stores. www.pasabahce.com.tr



HEALTHY FOOD COOKED IN TANTITONI CERAMIC COATED PANS AND SAUCEPANS



The new cooking collection by the leading kitchenware brand Tantitoni, combining the energy of colours with functionality, is on the market now. Consisting of pans and saucepans in various sizes, the collection helps you cook healthy food, using far less oil and in a shorter time, with its heat resistant ceramic coating. Now you can cook tastier and healthier food in these pans and saucepans that are attractive with their functionality, design and colours. Consisting of deep and shallow saucepans as well as pans of various sizes including a wok, the collection offers you the chance to cook healthier food, using far less oil, with its high performance ceramic coating. The products are impressive both with performance and appearance thanks to their enamel coating that helps the products maintain their colours and shine. It also saves energy with its excellent heat conductivity properties. The collection is available at 40 Tantitoni points of sale located in various cities in Turkey and can also be ordered at www.tantitoni.com.tr

HISAR PARTICIPATES IN THE "AMBIENTE"

Hisar participates in the "AMBIENTE International Frankfurt Messe" which is the most important fair on kitchenware and household goods. As the first participant in the Turquality brand support program in the glassware sector, Hisar will meet the other brands of the sector at the fair which will be held between 7 and 11 February 2014 in Frankfurt, Germany. Hisar will welcome its visitors at Hall 3 where some global brands will also have their booths. It will promote its award-winning designs as well as its products that make life easier in the kitchen and the tableware and accessories that decorate tables.

www.hisar.com.tr

ARNICA PROKIT 777 MAKES YOUR COOKING TASKS EASIER

Arnica Prokit 777 Food Processor accelerates food preparation and, with its meat mincing apparatus, helps you mince the meat of your selection. Famous for its technology, durability and quality, the Small Electrical Appliances brand "Arnica" makes women's cooking tasks easier with Prokit 777 Food Processor. Offering practical solutions in the preparation of most food from soup to meatballs, Prokit 777 performs a variety of functions beyond what is expected from a food processor with its kibbeh preparation apparatus, meat mincing apparatus, kneader, sausage funnel, blender, fruit press, citrus juicer and cream apparatus.

www.arnica.com.tr



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www.cenkmetal.com / info@cenkmetal.com



ARZUM OKKA

Arzum, standing out with innovative products in the households appliances industry, presents the trailblazing Turkish Coffee Maker OKKA, to coffee fans' taste. Arzum OKKA gives you the experience of an outstanding coffee pleasure by serving Turkish Coffee, the most authentic type of coffee drank throughout centuries around the world, with its ideal taste directly to your cup. The only thing you have to do for making a foamy and strong cup of Turkish Coffee is to add coffee and sugar to OKKA's brewing chamber and push the button. Arzum OKKA feeds the water from the water canister directly to the brewing chamber, makes and serves the coffee into the cups automatically. Arzum OKKA stands out in several aspects. It combines technology and traditional style in its design; whereas the slow brewing option ensures a perfect coffee delight delivering the same taste as Turkish Coffee brewed slowly on hot sand. Arzum, a pioneering brand in the electrical household appliances industry, takes part again at Ambiente, leading international trade fair for consumer goods between 7 and 11 February. As the first Turkish coffee maker serving coffee directly to the cup, Arzum OKKA invites you to the Arzum booth at Ambiente, in Hall 3.1, A29, to enjoy this unique experience. www.arzum.com/okka

FOR A FOAMY TURKISH COFFEE

WOULDN'T IT BE NICE TO HAVE A FOAMY TURKISH COFFEE MADE BY A COFFEE MAKER WHEN YOU ARE ENJOYING A WARM CONVERSATION WITH FRIENDS WITHOUT HAVING TO WAIT AT THE COOKER FOR YOUR COFFEE TO BE READY? WE REVIEWED AND PICKED OUT SOME OF THE BESTSELLING TURKISH COFFEE MAKERS FOR YOU.

SAME TASTE EVERY TIME

There is a very easy way of making a foamy Turkish coffee. For those who want to indulge in long conversations with guests, Arçelik K-3200 Lal Mini Telve Coffee Maker provides the same taste every time. The machine can make three cups of coffee in a single coffee pot. And you do not need to wait for cooking. It signals when the coffee is ready. Lal Mini Telve Coffee Maker, the choice of coffee lovers, is waiting for those who are longing for foamy coffees. www.arcelik.com.tr



SINBO FOR A WELL MADE TURKISH COFFEE

With Sinbo SHC-2922, a practical Turkish coffee maker, you can make instant foamy Turkish coffee. A convenient coffee maker with its heat resistant handle, Sinbo SHC 2922 features a heatproof lid which helps keep the fresh aroma of the coffee until it is served. SCM -2922 Electrical Coffee pot has features including compact foldable handle, overheating protection, on/off button with power lamp, Otter thermostat, 360 degree rotating wireless bottom and 300 ml capacity. www.sinbo.com.tr

ENJOY YOUR COFFEE TO THE FULLEST WITH MEHTAP HATIR ELECTRICAL COFFEE POT

Mehtap Hatir Electrical Coffee Pot offers you the easiest way of making foamy Turkish coffee. Mehtap Hatir Electrical Coffee Pot is there to help those who would like to have a foamy cup of Turkish coffee when chatting with guests. Able to serve 6-8 cups of coffee at the same time, Mehtap Hatir offers convenience in coffee service. www.mehtap.com.tr



KING CEZVEM PERFECTLY DESIGNED FOR TURKISH COFFEE LOVERS

King Cezvem is safe and convenient to use with its stainless steel body, hidden heating elements and safety system that prevents operating without water. 360 degrees rotating King Cezvem makes a difference with its wireless features. www.king.com.tr





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crystal

*from past to future
reflecting art on glass*

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info@karmakristal.com www.karmakristal.com



GÜNEŞ MELAMİN PRODUCES PROMOTIONAL ITEMS

Güneş Melamin was established in 1979. Güneş Melamin produces a wide variety of products (trays, dishes, bowls etc) in the factory and is capable of working close to 50 tonnes of raw material of varying colours and designs in each month.

The company also produces a lot of promotional items for the corporate firms such as leading banks, tea manufacturers, restaurants and hotels etc. The company also exports the products to the world-wide countries, Senegal, Balkan countries, the Middle East and Turkish Republic of Northern Cyprus.

www.gunesmelamin.com



KÜLSAN HAS A VERY INNOVATIVE PRODUCT: A BOARD-TRAY WITH STONE EFFECT

The deep shiny surface can be used as a tray whereas the matte surface can be used as a board to display food. This stone effect product is not only very functional but it also has a very elegant outlook. It has 4 different sizes at the moment: 53 x 32,5 cm; 26,5 x 32,5 cm; 17,7 x 32,5 cm; and 53 x 16,3 cm. It comes in 3 different colours : black, white and red. It can be also decorated. A perfect product for buffet service. Külsan, who has been producing melamine food service products in Turkey since 1974 will continue to present original ideas and revolutionary products.

www.kulsan.com.tr

FROM KITCHEN TO LIVING ROOM

WE HAVE COMPILED A LIST OF SOME OF THE SERVICE TRAYS MADE IN TURKEY OF VARIOUS MATERIALS, FROM LEATHER TO PLASTIC, INCLUDING SOME PATTERNED AND DOUBLE-SIDED ONES.

LEATHER DESIGN SERVICE TRAYS

Formed as a multi-shareholder company in 1975, Kavsın produced agricultural equipment as well as precision components for the electronics and telecommunications industries during its earlier years. In 1987, the company was restructured and renamed Kavsın® Plastik ve Metal San. Tic. Ltd. Şti. and focused on the production of plastic kitchenware and other household items. Since then, Kavsın® has expanded its sales network gradually, generating a large customer portfolio. Today, having improved the quality of its products and increased its production capacity, the company exports its products to Europe, the U.S., Africa and Central Asia. The company's product range includes leather design and leather-coated non-slip service trays.

<http://www.kavsın.com>



GOOD SERVICE FOR GOOD TASTE

Mete Plastik follows modern technological developments in the tray production sector and works to meet customers' needs and expectations in the fastest and best way possible by satisfying the applicable hygiene requirements in every stage of production. The pizza trays produced by Mete Plastik are used in service by many fast food companies. www.mete.com.tr





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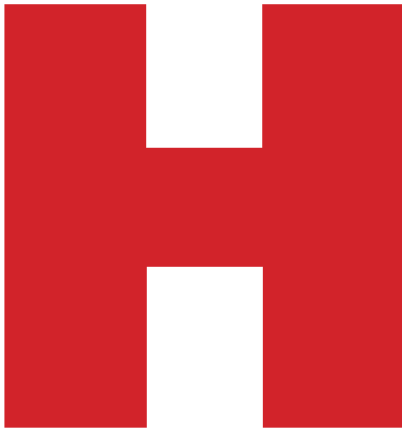
30 years
production experience
Now in Aluminium...

"BESIDES TOYS, WE ALSO
DESIGN FURNITURE, LIGHTING
EQUIPMENT, ELECTRONIC
AND KITCHEN APPLIANCES. IN
GENERAL WE HAVE THE MOTTO:
WE DESIGN EVERYTHING AND
THEY NEVER BECOME BORING. WE
BELIEVE THAT EVEN IF WE DESIGN
FURNITURE, IT MUST BE SOMETHING
THAT STIMULATES THE USER'S
IMAGINATION."

INDUSTRIAL DESIGNER HAKAN DINIZ:

**"OUR MOTTO IS: WE
DESIGN EVERYTHING
AND THEY NEVER
BECOME BORING"**





aving worked as chief designer in Hasbro, one of the biggest toy companies in the world, during his graduate education in the USA, Hakan Diniz now works for StudioHDD in order to transfer his professional experience to Turkey. Also a part-time instructor at Bahçeşehir University, Diniz says “There is serious potential in Turkey for industrial design. Young designers in Turkey are doing world-class work”. We interviewed Diniz about industrial design.

WHY INDUSTRIAL DESIGN?

Industrial design is a profession that creates added value through form and function. Since my childhood, I have always had a passion for creating things through form and function. Actually, toy designs may be linked back to “my childhood”.

THEN, WHY TOY DESIGN?

My passion for toys is something that is rooted in my being the only child. If you are the only child in your family, you naturally spend long hours playing with toys on your own. I liked to play “Risk” the most. I was able to design a new version of it and it became a phenomenon just after it was launched. Maybe being an industrial designer was my fate, I do not know.

DO YOU MAKE DESIGNS FOR INDUSTRIES OTHER THAN THE TOY INDUSTRY?

We make furniture design as well as lighting equipment, electronic and kitchen appliances. In general we have the motto: we design everything and they never become boring. We believe that even if we design furniture, it must be something that stimulates the user’s imagination.

DO YOU WORK WITH FOREIGN COMPANIES IN OTHER INDUSTRIES, JUST LIKE YOU DO IN THE TOYS INDUSTRY?

In the furniture industry, we have worked with Turkish companies. It seems the

furniture industry is in a better situation than the plastic industry. There are many companies with a vision in the furniture industry.

CAN YOU GIVE US A GENERAL OVERVIEW OF INDUSTRIAL DESIGN IN TURKEY?

There is serious potential in Turkey for industrial design. I am also a part time instructor at Bahçeşehir University. Young designers are doing world-class work. They are very determined and hard working. Their vision overlaps with that of the rest of the world. But there is a severe problem in terms of employment. In 2005, there were only six universities in Turkey offering degrees in industrial design, but today this number is over 30. We have a redundancy of industrial designers. Also we have very valuable academics in Turkey. Speaking as a man who attended graduate programs abroad, I can say that industrial design education is very successful in Turkey. Our academics have highly competitive professional experience and determination compared to their counterparts in foreign countries.

ARE THERE SUFFICIENT AREAS FOR INDUSTRIAL DESIGNERS TO WORK?

Not, of course. Our industry must not be afraid of creating added value. We have an understanding of making profit by reducing costs rather than creating added value. When producing something, we look for ways of doing it for a cheaper price and thus increasing the profit.

The world quit this understanding long ago. It is only preferred by countries such as China which can compete by making intense production using cheap labor without adequate quality. Actually, it is big countries, like China,

that brought an end to the cheap cost strategy. What should we do? We should produce added value. In fact the government has many programs to that end, such as Turquality, and Design Turkey.

Manufacturers must embrace these efforts of both designers and the government.



WHO IS HAKAN DINİZ?

After graduating from METU Industrial Products Design department, Hakan Diniz received graduate education in Helsinki Aalto University. Diniz continued his education in the world famous Rhode Island School of Design with a Fulbright Scholar and worked as chief designer in Hasbro, one of the biggest game and toy producers in the world, where he completed many successful projects. Having received 17 national and international awards during his career since school years, Hakan Diniz continues working with international brands, including Transformers, Zynga, Disney, Twister, Battleship, Scrabble, Monopoly, Spin Master at StudioHDD of which he is the founder and manager.



THEN WHAT CAN BE DONE TO ENCOURAGE MANUFACTURERS TO EMBRACE THESE EFFORTS?

Design is a big risk. We have to accept that. There is no such rule that each new design will be welcomed by consumers. This is the reality... But it is clear that a product not properly designed will never sell. To keep the competitive edge, we have to take this risk and make designs. You can minimise your risk and increase your chances of success with a good design management and a good designer. There is one thing recognised by all big offices, designers and institutes in the world: the first design always fails. Design depends a lot on trial and error. We have to throw off this fear of making mistakes and failing.



WHICH INDUSTRIES DO YOU BELIEVE HAVE ACHIEVED THIS IN TURKEY?

There are really serious attempts in some industries, including furniture, vitrification and glass. These are brave industries. They focus on design and get rewarded in return. For example, Çilek Mobilya has made very courageous attempts in the furniture industry. It was a very brave movement. They produced beds in the form of a car, and it was an original design idea. And the design has paid off well. The work is very successful. Children do not like to go to bed and beg to be allowed to stay up for some more time when asked to go to sleep. Now those having a bed like that run to bed. I appreciate the company in that sense. I imagine children crying "I want Çilek" when it comes to buying a bed. Some kids want to change their beds after several years just like changing a car. It is the

best example of increasing consumption through design.

DO YOU FIND TURKISH COMPANIES ENGAGED IN KITCHENWARE AND GLASSWARE SUCCESSFUL?

Kitchen is one of the most important elements of home culture. In pre-modern societies where eating out and watching television were not common, kitchen was the room in which families spent most of their time. This also influenced the language. In old times, the word stove was meant to describe the house itself. This cultural and functional setting is interesting for designers as well. In both Turkey and the rest of the world, the glassware and kitchenware industries are the driving force behind design. Almost all global brands use industrial design as the most important element of competition. Turkish companies



Gurme



Turşucu

GURME

Gurme is a practical and elegant product, combining the functions of a cutting board and a digital scale that are often used in kitchens. It aims to become an indispensable part of modern kitchens with its practical use and aesthetic appearance. Offering the functions of two products combined in an elegant and modern style, Gurme is designed in consideration of food preparation habits of users. Consisting of a cutting surface, a weighing surface and a glass bowl, Gurme can also be used only as a cutting board or only as a scale.

TURŞUCU

Turşucu is a product that helps making healthy and tasty pickles at home. The most important thing to remember when making pickles is to well adjust the amount of salt in the brine. With the salt indicator on the cap, Turşucu helps use the ideal amount of mineral salt. The pickle maintains its ideal consistency during the average preparation period of four weeks thanks to its lightproof body. The date indicator on the cap can be set to the date the pickle is made so that it is reopened at the right time.

BUN

Bun is a ceramic teapot design where love for tea and tea time habits are reflected in the product. Designed to give the perception of the warmth of freshly brewed tea, the smell of freshly baked cookies and the accompanying friendly conversations in mind, Bun includes these elements in its design in order to highlight them all. The teapot cap keeps the cookies warm and also functions as a service tray for them. Bun's handle is covered with wood, a natural and warm material, so that the user can feel the warmth and sincerity of tea on her fingertips.

HALO

Halo is a teapot design which has the potential to become a creative water boiler in modern kitchens. It is a smart product with a heat sensitive coating on its elegant metal body intended to display the temperature of water contained in it. As the water is being heated, the thermal paint on the body turns to red to warn the user about the teapot temperature. It remains the same as long as the water temperature is constant.



Bun

are also very successful in that regard. Leading actors particularly in the electric kitchenware and glassware industries employ a large group of designers and make designs for very brilliant new products.

HOW DO YOU SEE THE FUTURE OF INDUSTRIAL DESIGN IN TURKISH ECONOMY?

I see a bright future for Turkey in terms of design because we have no other choice. Design is one of the strongest weapons that we may use to survive harsh international competition. It is not possible to be successful today simply through functionality or affordable prices. Industrial design is an unavoidable reality if you want to be competitive. Just look at the smart phone sector. Almost all smart phones perform nearly the same tasks but some companies achieve incredible sales figures through just a few design differences while others go bankrupt. Look what has happened to Nokia.

MANY INDUSTRIAL DESIGN COMPETITIONS ARE ORGANISED. MANY PRODUCTS ARE DESIGNED BUT SOME OF THEM ARE NOT PLACED ON THE MARKET. DO YOU PARTICIPATE IN SUCH COMPETITIONS? HAVE ANY OF YOUR DESIGNS BEEN PRACTICALLY USED IN PRODUCTION?

We have received 17 design awards until now. Only one of them was put into production and it was in the Netherlands. We received a prize from a Dutch company. We received many awards in Turkey as well, including highly prestigious ones such as the Industrial Design Excellence Award IDEA of the USA. We were one of the finalists in Dayson Design Competition and received an award in İMMİB Industrial Design Competition.

THERE IS DEFICIT IN TURKEY. ARE YOU PLANNING TO PRODUCE THE PRODUCTS YOU DESIGN?

Actually we have always been planning to become engaged in small scale production. But I believe such a thing can be achieved through cooperation. Imagine a producer without a designer, or a designer without a producer. Why not come together and do something? In Turkey, we have a problem in terms of cooperation. In other countries, people doing the same profession and not knowing each other. But in Turkey people working in family businesses get divided.



Halo





Traditional Bursa knives, one of the most important local arts of Bursa, can be found anywhere in Anatolia but have no presence beyond the national borders. Therefore, it is very important for the people in Bursa to witness that the handcrafted Bursa knives survive and become a global brand. The biggest aim of Bursa knife makers and the local government is to make Bursa knives a popular brand in the country and in the rest of the world.

The “Bursa Knives Design Competition”, organized for the third time this year by the Bursa Municipality jointly with the Bursa Knife Makers Association is held for the purpose of building a brand for the traditional Bursa knives and having them appear in the global market. The latest edition of the competition, featuring the categories of “Kitchen and Butcher’s Knife Set, Sword Set, Dagger and Hunting Knife Set, Pocket Knife Set, Saw Set and Döner-Pastrami-Pie Knife Set”, shed light on Bursa knives once again.

KNIVES THAT HAVE A SPECIAL PLACE AMONG BURSA'S HANDCRAFTS HISTORY STILL MAINTAIN THEIR FAME. "BURSA KNIFE" WHOSE TRADITIONAL PRODUCTION STARTED THANKS TO THE BALKAN IMMIGRANTS AFTER THE '93 WAR", IS EXPECTED TO BECOME A GLOBAL BRAND WITH NEW DESIGNS.

**THE TRADITIONAL
"BURSA KNIFE" IS
ABOUT TO BECOME
A GLOBAL BRAND**



Knife making in Bursa, progressing towards becoming a global brand with these efforts, first started by the immigrants from the Balkans after the '93 War. Since then, knife making has been improved by those immigrant masters and their apprentices and has reached its current level. However, historical records reveal that the adventure of ironmongers who laid the foundation knife making in Bursa dates 700 years back.

SWORDS USED IN HISTORICAL WARS WERE MADE IN BURSA

Knives that have a special place among Bursa's handicrafts history still maintain their fame. Starting from Orhangazi, swords, daggers, axes and spears of the first seven sultans were made by ironmongers and knife makers in Bursa. Weapons such as swords and daggers of about 70 thousand Ottoman soldiers who fought in the war between Bayezid and Timur were all made in Bursa, too. Bursa was home to arrow and dagger

makers during the Ottoman period and then became the center of saw, vineyard knife and dagger production by people of Rumelian origin before the first constitutionalist period. Knives made by people from Rumelia started to be ornamented and have elegant shapes after the Ottoman-Russian war in 1877-1878. The tradesmen guild of the time also started making knives.

Knives made in the period before the declaration of the Republic were enhanced with aesthetical features, liveliness and colors besides ornaments. Knives made in this period in the form of a dagger with two or three grooves by forging with a nine-oke-mallet have hafts with silver savaf and mother of pearl inlays. Ironmongers and knife makers in Bursa who continued to supply weapons to Ottoman army finally made swords and daggers for some of the soldiers in Çanakkale and Independence wars. Since the popularity of the weapons such as swords and daggers started to decrease in the early years of the Republic, innovations were made in knife making techniques; types of knife including bread knife, table knife, fruit knife were made for the first time in Dağıştan Bazaar under the Okçular Bazaar in Bursa.

"Bursa Knives Design Competition", organized for the third time this year by Bursa Municipality jointly with the Bursa Knife Makers Association, was held for the purpose of building a brand for the traditional Bursa knives and having them appear in the global market. The competition helps transform the sector's culture and experience into new designs and products.



150 DIFFERENT TYPES OF KNIVES

Albanian pocketknife has a special place in Bursa knife making. Hafts of these pocketknives are made of horns. Generally ram horns are used. The number of stars carved onto a pocketknife indicates its size. Besides that the knife master engraves his name on the knife. It is known that nearly 150 different types of knives are available in the local market, depending on their intended use, handcrafted with traditional methods.

After these knives, made for the first time in Bursa, were exhibited in İstanbul, European knife makers started to add style to their products and to use diverse other materials to make knives, including aluminum, graphite, brass and alpago that gave a smooth and ornamented appearance to hafts. In the 1940's, Zekeriya Soyubol, a renowned knife maker, started to use electric motor with an idling system in the knife industry in order to accelerate manufacturing. As a result, all close fight weapons including dagger and bayonet needed by the army during the World War I were made in Bursa.

At the beginning of 1950's, it was



again Zekeriya Soyubol who started to use stainless steel to make knives. Also, as the government of the time started to attach more importance to knife making, a "Knife Making Department" was opened by Süleyman Beltan in the Tophane School of Art in the 1953-1954 academic year. The department continued to offer knife making courses until 1959-1960 academic year when it was transformed into a "Metal and Plastic Mould Making" department.

In 1953, Law No. 6136 on Firearms and Knives was amended to ban the making of old style daggers with grooves. This naturally brought the traditional "Bursa knife" production to a halt. In parallel with the technological developments at the beginning of the 1960's, mould cutting and pressing practice began. Still in use today, this technique replaced manual dexterity in time and reduced labor-intensive work.

Still boasting a sufficient production capacity to meet an important part of the local demand for traditional knives, Bursa uses stainless steel to make knives, with hafts made of wood, plastic, metal, horn, bakelite, fiber and acrylic alloys, for commercial, industrial and agricultural purposes.

BURSA KNIVES GO THROUGH 72 PROCESSES

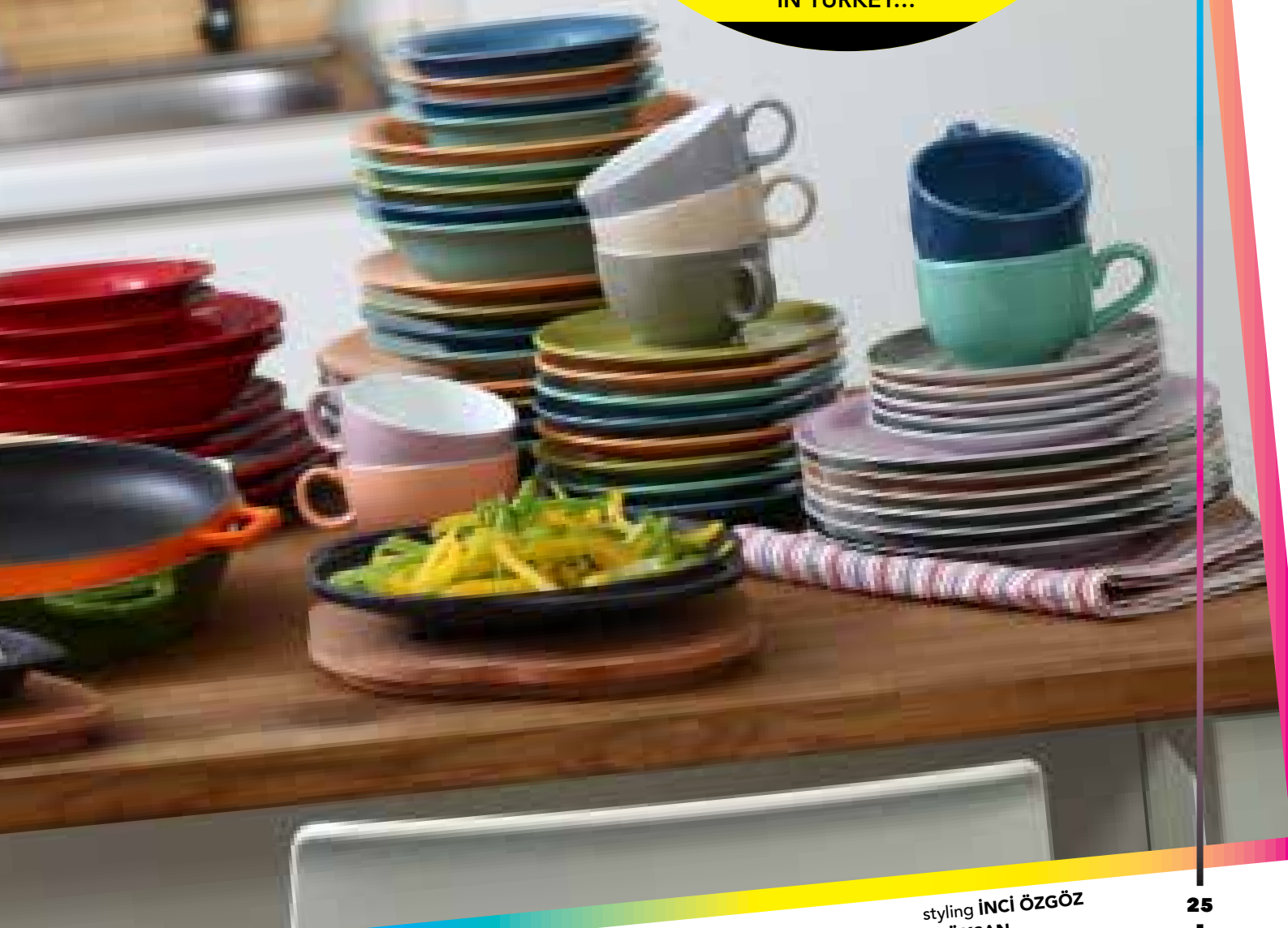
Engaged in knife making for more than 40 years in Bursa, İsmail Güler says that knives are made in many cities but particularly butchers and those interested in knives prefer Bursa knives. Güler says, "Making a typical Bursa knife entails 72 different processes. This is why it attracts that much interest. Although Bursa has succumbed to technology in terms of knife manufacturing, hand-made knives will always be in demand." Güler says that the steel used to make knives is supplied in the form of 5-6 meters long sheets, and it is first cut to shape and then the cut pieces are heated up in chestnut coal until they glow.

Telling that those heated steel pieces are soaked in industrial oil, Güler continues: "This process makes the steel softer but more durable. Then the haft is attached to it and the blade is sharpened. Particularly knives for cutting livestock for sacrifice festival must be very special. Because you have a religious duty to fulfill when cutting livestock. The knife must be of high quality and very sharp. Also, as has been said for many centuries now, the blade must not be shorter than your hand span, i.e. 20-25 cm. The haft must fit properly in your palm. There is misinformation among people that knife steel must be thick. What matters is flexibility, and not thickness, in knives. Flexible blades cut better and are not tiring for the user. Knives should also be lightweight."

Plate: **Essenzo**
Ovenware: **Lava Metal**
Pans: **Lava Metal**
Knife: **Pirge**
Ceramics: **Kütahya Porselen**
Salad bowl: **Lux Plastik**

DANCE OF COLORS IN THE KITCHEN

IT IS IN YOUR HANDS NOW TO BEAUTIFY AND COLOR UP YOUR KITCHEN AND TABLE... WE HAVE COMPILED FOR YOU A LIST OF SOME OF THE KITCHEN AND TABLE ACCESSORIES AVAILABLE IN THE LOCAL MARKET WITH ENJOYABLE AND COLORFUL DESIGNS. COLORFUL PORCELAIN AND CERAMIC TABLEWARE AND BREAKFAST SETS, PANS AND SAUCEPANS, SALAD BOWLS, BAKING POTS, FORKS, SPOONS AND KNIVES ALL MADE IN TURKEY...



sty

Pan: **Lava**



Ovenware: **Lava**



Pan: **Lava**



Toast, pancake & fish pan: **Aniva**

Dishes: **Kütahya Porselen**



Salad bowl: **Lux Plastik**



Cups: **Kütahya Porselen**



Green plate: **Essenso**
Orange plate: **Lava**



sty

Spatula: **Emsan**



Juicer: **Can Can**



Dishes: **Kütahya Porselen**



Steel pan: **Emsan**



Ceramic dish: **Karma Kristal**



Kettle: **Mehtap**



Cutlery set: **Hisar**



Knife: **Pirge**



“WE HAVE THE BIGGEST PRODUCTION CAPACITY IN EUROPE”

“KÜTAHYA PORSELEN MAINTAINS ITS LEADING POSITION DUE TO ITS HIGH QUALITY PRODUCTS AND PRODUCT DEVELOPMENT PACE, AS WELL AS TO ITS PRODUCTION FLEXIBILITY AND OUTSTANDING DELIVERY PERFORMANCE, MADE POSSIBLE BY ITS PRODUCTION CAPACITY, THE BIGGEST IN EUROPE.”

Established by Nafi Güral in 2004 in order to help women get involved in business life more actively, NG Kütahya Seramik Porselen Turizm AŞ soon achieved to be a leading brand in the sector. The company exports custom-designed products to 40 countries and employs highly talented Turkish designers in order to have a say in setting new trends. NG Kütahya Seramik Porselen AŞ Board Member Sema Güral Sürmeli told us about the company and its branding operations, new investments, new trends and future business strategies.

HOW DID YOU MANAGE THE BRANDING PROCESS AND BRAND RECALL OF KÜTAHYA PORSELEN WHICH IS ONE OF THE MOST IMPORTANT BRANDS IN THE SECTOR? AND WHAT BRANDING INVESTMENTS HAVE YOU MADE SO FAR?

We have made and are continuing to make investments in four different dimensions in an effort to create and uphold our brand. We aimed to have our brand stand out in the market in terms of brand awareness, perception of

quality, brand loyalty, brand association and sales channels. We have managed our branding operations by developing individual strategies for each of these dimensions. Our focus on quality, design and R&D helped us raise the Kütahya Porselen brand to a leading position in national and international markets. Every year, we produce more than 100 designs, about a thousand patterns and new collections for the gastronomy sector. We offer products to giant markets, including the USA, Canada, Japan as well as the EU countries.

HOW DO YOU COOPERATE WITH TURKISH AND FOREIGN DESIGNERS IN DESIGNING YOUR PRODUCTS?

We have a powerful in-house design team; however, we also work with designers both in Turkey and abroad. Last year, we developed an extensive gourmet collection jointly with Defne Koz. This year, we are making additional designs. We made another special series with Yiğit Özer, a young and talented designer. We have accomplished yet another project, i.e. a special collection, with İsmail Acar this year. While receiving support from designers for our products, we also develop products for design companies that are renowned for

their unique works. Among them are Alessi, Gaia&Gino, and Kilit Taşı/Kunter Şekercioğlu.

WHAT ARE THE COLOUR, DESIGN AND CONCEPT TRENDS YOU HAVE ADOPTED AT KÜTAHYA PORSELEN FOR 2014?

In our sector, trends are set at the Ambiente Fair held annually. In August every year, companies participating in Ambiente set the fashion for the coming year. And we get prepared for the coming year in line with these trends. Besides Ambiente, we also follow many other international events, including Maison Objet Fair where many designs and design ideas are exhibited. This year, based on the trends set for the sector, we have developed four different porcelain product groups themed “brilliant”, “calm”, “elegant” and “attractive”, respectively. The “brilliant” collection features a cheerful palette of mandarin, lime green, red and raspberry, light grey and apricot. The “calm” collection is filled with patches of violet, pear, skin colour, grey, sand, white and black. With the “cream” collection we have launched this year, we have left our mark on a first and started a brand new trend in the sector. The “cream” collection, produced



SEMA GÜRAL SÜRMEİ

NG KÜTAHYA SERAMİK PORSELEN TURİZM AŞ BOARD MEMBER



HOW DO YOU DESIGN YOUR PRODUCTS FOR A NEW SEASON? WHAT ARE THE SOURCES OF INSPIRATION FOR YOUR DESIGN DETAILS, LINES AND CONCEPTS?

When making designs, we follow the fashion and trends both in our sector and in other sectors. On the other hand, we also identify our customers' expectations and needs before starting to develop a new collection. We hold meetings with certain groups and ask for their opinions. We evaluate their opinions with our design team before starting the design process. The team develops product prototypes with alternatives, using their imagination and creativity, and we select from among those prototypes. We follow all industry-specific publications and encourage our design team to participate in almost all major design and industrial fairs and also provide them with training at regular intervals to help them improve their creativity and innovative thinking.



exclusively by us, offers aesthetic and elegant products to those who wish to decorate their tables with the nobleness of the colour cream. The collection, produced through natural processes without using dyes of any nature, is both exported and offered to the domestic market. The collection is based mainly on the concept "flower".



HOW ABOUT THE PLACE AND IMPORTANCE OF THE TURKISH PORCELAIN SECTOR IN THE WORLD? CAN YOU TELL US ABOUT THE IMPORTANCE OF KÜTAHYA PORSELEN IN THIS SECTOR AND THE SHARES OF DOMESTIC AND FOREIGN SALES IN YOUR PRODUCTION?

Kütahya Porselen is a leader not only in Turkey but also in the rest of the world. As we all know that since the porcelain sector is labour-intensive, it has been shrinking in Europe because of high labour costs. But our country is outstanding in this sector. Kütahya Porselen maintains its leading position due to its high quality products and product development pace, as well as to its production flexibility and outstanding delivery performance, made possible by its production capacity, the biggest in Europe. We are exporting our products to many countries, including



those in Europe. Among them are Latin American countries; we are exporting to Bolivia, Venezuela, Chile, Argentina and Mexico. On the other hand, we are selling products to China and Taiwan from where many Turkish companies import huge volumes of porcelain. We are exporting to more than 40 countries.

CAN YOU TELL US ABOUT YOUR LOCAL AND FOREIGN INVESTMENTS? HOW DO YOU DEFINE YOUR EXPORT STRATEGIES AND YOUR LOCAL AND DOMESTICS DEALER/DISTRIBUTOR STRATEGIES?

Our corporation generally makes strategic planning once in three years and define policies. Our local and foreign dealer strategies are also defined in the meanwhile and reviewed annually. When identifying strategies, we rely on customer expectations, satisfaction surveys, market research assessments, and feedback from our stakeholders, employees and others. Our factories produce state-of-the-art machinery in order to continuously update our machinery portfolio. Apart from that, NG Makine provides technical information to entrepreneurs upon request and works with a capacity sufficient to build new porcelain factories.



4 CONTINENTS
47 COUNTRY
EXPORT



30,000 POTS PER DAY
PRODUCTION CAPACITY



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“WE RECEIVE POSITIVE FEEDBACKS FROM THE TRADE FAIRS IN WHICH WE PARTICIPATE IN. TRADE FAIRS POSITIVELY INFLUENCE OUR EXPORTS BECAUSE BRAND AWARENESS AND TRUST IN THE COMPANY INCREASE EVERY PASSING YEAR.”

AHU NARIN YOLCU

“FAIRS MAKE GREAT CONTRIBUTIONS TO OUR EXPORTS”

Saying that the Turkish kitchenware market has been constantly growing, Ahu Narin Yolcu, owner of Narin Madeni Eşya, added that consumers all over the world need more innovative and ergonomic products as a requirement of the modern life. Yolcu said, “Therefore companies have to work harder and produce more and more innovative products in order to survive. Only those that can keep up with this momentum will survive”, and answered Kitchenware’s questions regarding her company and the industry in general.

FOR HOW MANY YEARS HAVE YOU BEEN IN THE KITCHENWARE INDUSTRY? CAN YOU TELL US BRIEFLY ABOUT THE VERY BEGINNINGS OF YOUR COMPANY?

Our company was established in 1967 in İstanbul. In 2017, we will celebrate our 50th anniversary. Our production started in a small workshop, making frames, and then it shifted to cutlery during the 1980’s. Since those days, many stainless-steel kitchen products have been included in our product range. Since mid 2000’s, we have been trying to have a foothold in the horeca sector as well.

WHAT CAN YOU SAY ABOUT THE CURRENT STATUS OF THE KITCHENWARE INDUSTRY?

As imports from the Far Eastern markets increased starting from the end of the 90's, local producers improved their product diversity and quality in parallel to growing competition which in turn led to further growth in the industry. The increase in both product diversity and competition, though looks like a disadvantage, has brought along innovation and helped Turkish producers gain some strong foothold in international markets.

WHERE DO YOU THINK THE INDUSTRY WILL BE 10 YEARS LATER?

It is possible to say that the Turkish kitchenware market has been constantly growing. Consumers all over the world need more innovative and ergonomic products as a requirement of the modern life. Therefore companies have to work harder and produce more and more innovative products in order to survive. Only those that can keep up with this momentum will survive.

CAN YOU GIVE US INFORMATION ABOUT YOUR PRODUCTION FIGURES AND BUSINESS VOLUME?

We produce 8 million units of fork, spoon and knife a year.

HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R & D DEPARTMENT?

We develop unique designs and we try to closely follow global trends while doing it.



ON WHAT DID YOU FOCUS MOST WHEN CREATING YOUR BRAND? WHAT BENEFITS DOES THE BRAND OFFER YOU?

Quality and customer satisfaction is the key to being a trusted brand. Our aim is to take both of them to an optimum level based on our vast experience in the industry.

DID YOU MAKE NEW INVESTMENTS IN 2013?

We focused on our infrastructure in order to create a new product range for the horeca market.

TO WHICH COUNTRIES DO YOU EXPORT YOUR PRODUCTS?

Mainly to Middle Eastern countries, Europe and the USA. Besides, we are continuing to offer franchise abroad.

WHAT KIND OF FEEDBACKS DO YOU RECEIVE FROM THE TRADE FAIRS YOU PARTICIPATED IN?

We receive positive feedbacks. Trade fairs positively influence our exports because brand awareness and trust in the company increase every passing year.

HOW ABOUT YOUR PRODUCT RANGE?

Our product range includes stainless steel forks, spoons, knives, tea sets, trays, teapots, coffee pots, pressure cookers, and horeca over-the-counter equipment.

WHAT ARE YOUR PLANS FOR 2014? ARE YOU PLANNING TO MAKE NEW BUSINESS CONTACTS AND MAKE ADDITIONAL INVESTMENTS?

In the short term, we plan to expand our horeca sector product portfolio and supply other products in demand. We also would like to differentiate ourselves from our competitors by manufacturing design-intensive products in the field of household products. Our new investments will be launched only after we move to our new factory building.

"WE AIM TO ENTER THE TURKISH MARKET WITH BRAND NEW COLLECTIONS IN 2014"

Erdoğan Meto, a shareholder in both Anka International Trade and Karma Kristal, says they are producing 400 thousand products a year and planning to expand their production capacity to 750 thousand products a year by 2015. We interviewed him on the production, design and export processes of Karma Kristal.

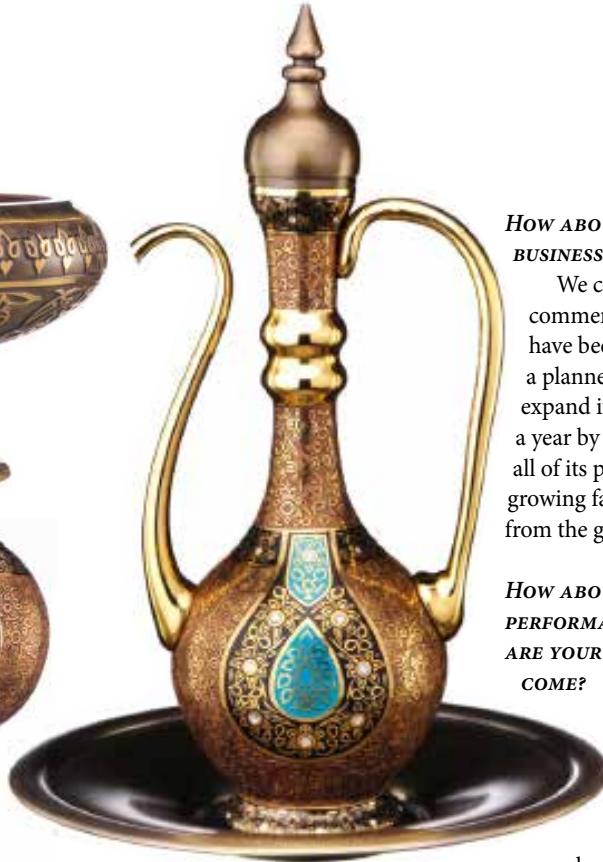
COULD YOU PLEASE TELL US ABOUT YOUR COMPANY AND YOUR RANGE OF PRODUCTS?

We have two companies engaged in the industry. We will soon have a foothold in the local market, too, with our new brand name. Anka International Trade was formed in December 2011 to export porcelain and ceramic products for hotels, as well as decorative and gift products. We also offer consulting and operational services to companies abroad in relation to supply of products from Turkey. Karma Kristal, on the other hand, was formed in September 2012 to manufacture glass at its 500 sqm facility in Pendik. It has 25 employees.

ERDOĞAN METO
A SHAREHOLDER IN BOTH
ANKA INTERNATIONAL
TRADE AND
KARMA KRISTAL



“ CURRENTLY, WE
GENERALLY WORK WITH
STORE CHAINS AND
DISTRIBUTORS ABROAD
AS WE MANUFACTURE
ONLY PRODUCTS
INTENDED FOR EXPORT.
WE WILL BEGIN TO
PRODUCE COMMERCIAL
PRODUCTS FOR THE
LOCAL MARKET UNDER
OUR NEW BRAND NAME
AND THEY WILL BE
AVAILABLE IN BOTH OUR
OWN BRANDED STORES
AND OTHER RETAILERS
ACROSS TURKEY.”



HOW ABOUT YOUR PRODUCTION AND BUSINESS VOLUMES?

We currently produce 400 thousand commercial products a year, but we have been increasing our capacity in a planned manner and will further expand it to 750 thousand products a year by 2015. Karma Kristal exports all of its products and this operation is growing fast thanks to various incentives from the government.

HOW ABOUT YOUR COMPANY'S PERFORMANCE IN 2013 AND WHAT ARE YOUR TARGETS FOR THE YEARS TO COME?

Karma Kristal has reached 70% of its targets for both 2012 and 2013. We are working hard to double our production capacity and sales volume by 2015.

TO WHICH COUNTRIES ARE YOU EXPORTING YOUR PRODUCTS?

Currently, we are exporting to the Czech Republic, Poland, Slovakia, UAE and Iran. We are expanding our market day by day and we plan to enter certain other markets, including the Middle East (Saudi Arabia, Kuwait and Qatar) and BRIC countries (Brazil, Russia, China and India).

COULD YOU TELL US ABOUT THE DESIGN PROCESS YOU DEVELOPED FOR YOUR GLASS HANDICRAFTS?

At Karma Kristal, all glass products are produced entirely manually, using a traditional glassblowing method. We use platinum and 24 karat gold as raw material at 12 percent, which represents the highest rate used in the local industry.

Product design is our utmost priority and is among our operations in which we make considerable investment. In exports, the design process is generally structured specifically for the intended market. Our design team, lead by Head Designer Ebru Didem Karayazı, conducts analyses of the needs of our target markets to develop glass moulds and



concepts for each market specifically. Later, our price analysts work with the design team to formulate the most feasible costs. This is followed by a series of assessments, production of prototypes and fine touches to the designs, all based on the concepts developed through all the above described processes. Then, a comprehensive meeting is held by our design, production and marketing departments to discuss the patterns to be used on the prototypes as well as product pricing. Final product samples are presented to customers for their approval.

WHAT ARE THE CRITERIA YOU USE WHEN EMPLOYING A DESIGNER?

We hire designers who are creative, have genuine ideas, are able to work in team spirit, have basic knowledge of the types of products we manufacture, and are familiar with the market and customers. As part of our corporate policy, we organise training programmes

and workshops periodically for our employees to help them improve their professional skills and performance. It is of utmost importance for us to continue operating without losing our ongoing dedication and synergy. And this considerably helps us develop and offer unique and highly appealing products.

DO YOU THINK YOUR PRODUCTS ARE IMITATED BY OTHERS? AND WHAT MEASURES DO TAKE TO PREVENT IMITATION OF YOUR PRODUCTS?

Under the current circumstances, it is not practically possible to imitate our designs and patterns. It is sad that some companies in the industry prefer imitating the products of others by making small changes to them rather than developing original designs and products, simply with the intention of finding a shortcut to the market by offering such imitated products at lower prices. For that reason, we keep our

products confidential as much as possible throughout their design and production processes. In an effort to develop unique patterns models, we composed our design team by hiring individuals having experience not only in the glass industry, but also in different industry segments. This also gives us the chance to combine modern and traditional production methods.

DO YOU OFFER FRANCHISE OPPORTUNITIES? AND DO YOU HAVE DEALERS ABROAD?

Currently, we generally work with store chains and distributors abroad as we manufacture only products intended for export. We will begin to produce commercial products for the local market under our new brand name and they will be available in both our own branded stores and other retailers across Turkey. We aim to enter the Turkish market with brand new collections in 2014.



INSPIRED BY
HIS GRANDMOTHER'S
DISHES

NOW COOKS
FOR WORLD **STARS**



Having done all kinds of jobs in the catering sector since his high school years, Arda Türkmen began to work while studying at the university and started his business just after graduation. However, his big jump in business life was with Roka Davet. We made a pleasant interview with Türkmen.

WHEN AND HOW DID YOU FIRST START TO BE INTERESTED IN COOKING?

I was interested in cooking since my childhood. Because my mother and father were working, I started making my first trials of cooking at the age of 13-14, inspired by my grandmother's dishes. At that time, my father was the Food and Beverages Manager of Divan Hotels. When Divan opened its Kuruçeşme branch, he was hired as the manager of Kuruçeşme Divan. My father was my role model with regard to operation, kitchen and hotel management. At our home, we had delicious dishes cooked by my grandmother. I was inspired by them but of course at that age I started by cooking eggs and frying sausages rather than cooking complex dishes. I cooked rice for the first time when I was 14.

HOW DID YOU IMPROVE YOUR COOKING SKILLS?

I was a very curious child. Until enrolling with a university, I worked during summer holidays in almost every department of hotels, I went into kitchens. I worked in a radio station, done translations, worked in a pharmaceutical company, sold carpets. I was not planning to build a career in cooking but in this way I discovered myself and my areas of interest. I thought this sector was fit for me and I decided to improve myself in this area.

HAVE YOU RECEIVED ANY COOKING TRAINING?

At the end of my high school years, I wanted to go to France for gastronomy education because at that time there were no gastronomy institutions or culinary schools in Turkey. My father did not want me to go because I was his only child. Therefore I had my university education at İstanbul Bilgi University. I had Business Administration education in English and then had double major in Performing Arts and Entertainment. I had no culinary training at university, either, because universities had no such department at the time.

WHEN WAS THE FIRST TIME YOU DID PROFESSIONAL WORK RELATED TO COOKING?

My first professional work related to cooking was at a restaurant, called "Chino", I opened at Antalya Beach Park in 2001 after I graduated from university. Soon after that, I realized that it would fail, and I joined the army. After completing the military service in 2003, I established "Roka Davet", an outside catering company.

CAN YOU TELL US ABOUT ROKA DAVET WITH WHICH YOU HAVE COMPLETELY STEPPED INTO CATERING?

I can say I made a big jump in the business world with Roka Davet which is one of the top four among outside catering companies in terms of business volume, turnover size, production capacity and reputation. Roka Davet was one of the catering companies that developed fast through its early years, providing catering services for events hosted by Turkey, including big concerts, organizations, festivals, biennials, and also working as the solution partner of many business organizations. When I

ARDA TÜRKMEN, COOKING FOOD FOR WORLD STARS AT HIS CATERING COMPANY ROKA DAVET, SERVING SPECIAL TASTES AT BOTH LEBLON IN ASMALIMESCIT AND FORNERIA IN HOTEL HAZE IN İSTANBUL'S KARAKÖY DISTRICT. HE HAS BECOME A BRAND NAME WITH HIS "ARDA'S KITCHEN" SHOW ON CNN TÜRK, AND HAS BEEN INTERESTED IN COOKING SINCE HIS CHILDHOOD. HAVING SERVED MANY WORLD STARS FROM LEONARD COHEN TO METALLICA, AND ON FROM DEPECHE MODE TO U2, TÜRKMEN RECEIVED MANY THANK YOU NOTES AND PLAQUES FOR HIS PERFORMANCE AT ROKA DAVET.



WHEN DID YOU SET UP LEBLON RESTAURANT?

I opened 11 Leblon restaurant in 2008 in Asmalimescit. Being home to the film named Issiz Adam, Leblon has managed to maintain its original popularity and occupancy rate. Leblon is a project where I applied all the positive experiences I had in my previous works. After 2008, with Leblon I was involved both in restaurant and in catering work. Leblon is a complete restaurant where we organize thematic meal nights on Wednesdays. For instance, tonight we have Rembetiko theme.

established the company, there were a few others in the market engaged in the outside catering sector. This was mainly undertaken by hotels and I realized a considerable gap in the sector and formed this company. We started in Seyrantepe at a total space of 180 sqm with 4 people. Finally it turned into a complete business with its separate building, measuring 1200 sqm, including a 380 sqm kitchen, a 350 sqm storage space, an office of the nearly same size, and 28 employees before I sold it last April.

IS IT TRUE YOU COOKED FOR WORLD STARS IN ROKA DAVET?

Yes, we served many world stars from Leonard Cohen to Metallica and on from Depeche Mode to U2. I received many thank you notes and plaques for Roka Davet. But for me the most valuable prize was the plates signed by world famous artists for Roka Davet. These stars expressed their satisfaction by putting their signatures and notes on these plates and they are forever for me.

HOW WAS ARDA'S KITCHEN SHOW BORN AND WHEN DID IT START?

In 2010, I made a catering presentation to the producer of the show. He was impressed a lot and offered me to host a tv show. I did not want it first, because I never planned it, but I accepted after some negotiations. However, I said I would never do something by force and I can only accept if I can be myself. Otherwise, it would be artificial attitude and the audience might not like it, and I do not want to do something that would not be adopted by the audience. The producer agreed with my criteria and we started in CNN Türk.

IT IS SAID THAT GOOD COOKS HAVE A "TASTY HAND". WHAT DO YOU THINK ABOUT IT?

There is such a thing called the taste of hand in cooking. For example give both of us the same recipe for a meal, you and I cook different dishes using the same recipe. Because it says chop the onion; you do it irregularly, I do it better. It says roast the onions; you overcook



TORTELLINI WITH CURD CHEESE AND SPINACH

INGREDIENTS:

For the dough: 2,5-3 glasses of (250-275 gr.) flour, 3 eggs, 1 spoonful of olive oil, 1 pinch of salt

For the filling: 200 gr. spinach, 250 gr. curd cheese, 1 egg white, White pepper-salt, Nutmeg

For dressing: 200 gr. butter, 1 handful of basil, 1 crushed garlic, Salt-pepper
Preparation: Sift the flour into a large bowl. Add a pinch of salt and mix. Make a hole in the middle. Crack the 3 eggs and add the yolk of the remaining 1, spare the egg white for dressing. Add 1 spoonful of olive oil and mix with a fork until having a homogeneous mixture. Slowly add the flour around and knead it until it develops into dough. Then make it into a ball, cover with a cling film and allow it to rest for at least 1/2 hours. Meanwhile boil some water in a pan. Prepare icy water in a separate bowl. Tear off and wash the spinach leaves and boil for 1 minute in water. Then take them into icy water for 30 minutes, take off and squeeze the water. Finely chop the squeezed spinach leaves. Crumble the curd cheese and add to spinach. Add the egg white. Spice with salt and white pepper. Thinly spread the dough using a roller. Cut 4x4 pieces with a knife. Put some mixture in the middle of each. Fold the dough in triangle form, bend the ends towards back and bond them together. Boil some water in a large pan, add some salt. Place tortellinis into boiling water and boil for 2-3 minutes. Melt the butter in a saucepan. Add basil, either in whole or in chopped form, and stir a little. Finally add garlic and take off the cooker. Spice with salt and pepper, add the filtered tortellinis into the saucepan. Serve hot on a service plate.

them, I cook them just right. It says cook the meat slowly on medium heat, your heat may be a bit too much, I do it carefully. The logic is that who does the most, does the best. The more you do something, you get used to it and it becomes more delicious.

PEOPLE ARE INCREASINGLY COOKING FOOD AS A HOBBY. WHAT ARE YOUR SUGGESTIONS FOR THEM?

Cooking may be a hobby, why not. Some people eat to live, others live to eat and still others have an enjoyable time in the kitchen. At the end of a tiring day, it may be very relaxing for you to make a very delicious meal in full concentration in order to let off steam. If you like it and if you want to put an effort, you just do it. The result may be good or bad, this is something relative, but you should have the intention. I will not stop anyone who wants to cook as a hobby. On the contrary, I encourage them to do this and that. I encourage them to attend culinary schools. Those people should be educated at school.

YOU ARE A COOK BUT YOU ARE NOT OVERWEIGHT. HOW DO YOU MANAGE THIS?

I do sports, I ride bicycle a lot. I eat a lot but I do cycling at least once in two days. It is about 200 km in a week. I'm on the machine in winter and on the bicycle in spring when the weather is warm.

DO YOU HAVE YOUR OWN SPECIALS?

I have many recipes of my own. I made souffle with sesame oil and molasses, to have as dessert after fish. Because sesame oil and molasses are widely used in our culture. This is completely my recipe. Pear dessert is cooked by the French people using red wine. The color is nice but red wine has a bad taste after alcohol evaporates. I do not like it and I made it using diluted molasses and served with Turkish fairy floss. There is possibly someone who did it before me but I gave the recipe on tv. I made souffle with corn bread and minced meat. I cook different things. The colored risotto that we made using beet juice in Leblon is another example.



PLUM PIE

INGREDIENTS: (8 SERVINGS)

For the dough: 5 heaping spoonful of wholemeal flour, 5 heaping spoonful of white flour, 1 pinch of salt, 100 gr. chopped butter, 1/2 lemon juice, A few spoonfuls of cold water

For almond puree: 60 gr. Ground almond (5 spoonful), 60 gr. butter at room temperature, 60 gr. sugar (5 spoonful). 1 egg. 10 gr. wholemeal flour (1 spoonful), 1/2 vanillin stick

For topping: 300 gr. fresh plum (unseeded and divided into 4), 1/2 lemon juice, 45 gr. brown sugar (divided as 30+15), 1 spoonful of milk

Preparation: For dough, mix wholemeal and white flour, a pint of salt, butter and lemon juice until having a homogeneous mixture. Add 1 spoonful of cold water each time and mix until the dough gets bonded. After that, make balls in your hands, cover them with cling wrap and keep for some time in the fridge. For almond puree, mix sugar and egg. Add ground almond, butter, wholemeal flour and 1/2 vanillin stick and mix until having a smooth appearance. Mix the plums with lemon juice and 30 gr. brown sugar. Set the oven to 180 degrees. Roll out the dough in circle form on grease proof paper. Spread almond puree all over the dough, leaving 2

cm of space around the perimeter. Place the plums on top. With the help of the paper beneath, fold the dough over the plums making border-like pleats. Then place them on the tray. Spread milk on the border using a brush and sprinkle the remaining brown sugar. Bake until the dough gets golden at 180 degrees. Wait at least 1 hour before cutting. Optionally serve with cream.





TURKISH HOUSEHOLD AND KITCHENWARE PRODUCERS VISIT MEXICO, PANAMA AND COLOMBIA

Turkish Kitchenware Cluster for Turkish Household Goods and Kitchenware, formed by the Istanbul Ferrous and Non Ferrous Metals Exporters' Association (İDDMİB) jointly with the Istanbul Chemical-Chemical Products Exporters Association (İKMİB) and the Turkish Housewares Association (ZÜCDER) within the framework of the Communiqué on Support for Improvement of Local Companies' International Competitive Strength issued by the Ministry of Economy, visited Mexico, Panama and Colombia as part of their third international marketing event. Held between 10 and 21 November 2013, the business trip involved 14 local companies that carried out market research and bilateral business meetings with companies in the said markets.

The visit to Mexico, Panama and Colombia that constituted the third phase of the marketing strategy set up for the Turkish Kitchenware Cluster for Turkish Household Goods and Kitchenware has generally produced positive results. The right purchasers were reached and highly productive business meetings were held via some local consultancy companies particularly in Mexico and Colombia.

TURKEY'S KITCHENWARE EXPORTS SURGE

Between January and November 2013, iron and steel kitchenware exports grew 13,4% and aluminium kitchenware exports 29,9%. Thus, Turkey recorded a total inflow of USD 342,4 million in terms of metal kitchenware exports in only 11 months. Besides, the ferrous and non ferrous metals industry increased its metal drilling bits export by 71,6% during the same period.

Turkey exported USD 656,5 million worth of ferrous and non ferrous metal products in November. Thus, the industry's export for the period between January and November 2013 reached USD 6.3 billion. According to data released by the Istanbul Ferrous and Non Ferrous Metals Exporters' Association (İDDMİB), Turkey's exports of ferrous and non ferrous metal products stood at USD 656,5 million in November, representing a 7% growth compared with

the same month last year. The growth in the same segment was 5,8% between January and November and 5,3% for the last 12 months. The total export figure for the period between January and November was USD 6.3 billion and USD 6.692 billion for the last 12 months. The export figure for metal drilling bits for the period between January and November was surged 71,6%, compared to the same period last year, increasing from USD 41,5 million to USD 71,1 million. The industry is happy with the notable surge in exports to the EU

countries that has become a "tough market" due to the economic crisis they have experienced in recent years. The EU market was the top importer of Turkish ferrous and non ferrous metal products in November, reaching a total import volume of USD 320,4 million. Exports to the said market grew 10,1% compared to the same month last year. Exports to the other countries in Europe, ranking as the second biggest market for the industry, grew 12,5%, reaching USD 116,7 million on a monthly basis, compared to the same month last year.

EXPORTS OF FERROUS AND NON FERROUS METAL PRODUCTS FROM TURKEY (USD MILLION)

	2012	2013	Change %	Share
November (monthly)	613,3	656,5	7,0	4,7
Jan.-Nov. (11-month)	5.955,9	6.300,8	5,8	4,5
Nov. - Nov. (12 month)	6.353,8	6.692,1	5,3	4,4

İMMİB ORGANISES INDUSTRIAL DESIGN COMPETITION

İMMİB (Istanbul Mineral and Metals Exporters Association) has started to accept applications for its traditional Industrial Design Competition where highly creative and gifted designers and students participate every year. Organised by the İMMİB the Competition is intended to support development of products with high added value, encourage organisation of more industrial design events and to contribute to the efforts being made to improve the competitive strength in exports. Having been organised since 2005, the Competition will be held jointly with the Industrial Designers Association for the 10th time this year. The Competition mainly aims to support innovative ideas in the industries of metal, plastic and electric goods, create an environment where original and modern products with high added value may be designed to help local exporters' improve their competitive strength in international markets, introduce new and professional designers to the industry, and to support and encourage design culture in Turkey.



The Competition is held on an annual basis in an effort to develop projects in line with the 2023 exports strategy. It is composed of four different categories, i.e. Products Made of Metal: "Industrial Kitchenware"; Products Made of Plastic: "Rattan Design Product Sets"; Small Electric Appliances: "Design for Sustainable Environment"; and Concept 2014: "Mind Developing Toy Design". The deadline for applications for this year's edition of the Competition, themed "Product Design", is 7 February 2014. The Selection Committee will be held on 22 February 2014 and the awards ceremony on 18 March 2014.



TURKISH COMPANIES TO PARTICIPATE IN AMBIENTE

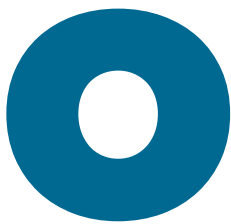
Turkish kitchenware companies will showcase their products at Ambiente Fair, the world's biggest trade fair for kitchenware and household appliances. İMMİB (Istanbul Mineral and Metals Exporters Association) has arranged a national program for participation in Ambiente, where more than 50 Turkish companies will showcase their products independently. Having rented booths in Halls 3.0, 5.0 and 10.1, İMMİB will participate in Ambiente 2014 together with 70 companies as part of its 19th national program for participation in Ambiente.

Offering a wide range of affordable and high quality goods, including metal kitchenware, small household electric appliances, plastic kitchenware and household appliances, glass products, garden furniture and gifts, the Turkish companies have become a focus of purchasers across the world. Company executives and representatives from many different countries of the world are expected to visit the Turkish national participation booth to have information and updates on the success and quality of the Turkish kitchenware industry and products.



TIPS FOR DOING BUSINESS WITH TURKISH BUSINESS PEOPLE

IN ORDER FOR A SALESPERSON TO BE SUCCESSFUL, HE SHOULD FIRST OF ALL KNOW HIS TARGET AUDIENCE WELL. SIMILARLY, A COMPANY EXECUTIVE, PLANNING TO ENTER A NEW MARKET, SHOULD CARRY OUT MARKET RESEARCH TO MEASURE THE LEVEL OF DEMAND FOR HIS COMPANY'S PRODUCTS IN THE MARKET AND ALSO MAKE HIMSELF FAMILIAR WITH THE BUSINESS CULTURE OF THE TARGET COUNTRY. IF TURKEY IS AMONG THE MARKETS YOU PLAN TO ENTER AND IF YOU WISH TO KNOW ABOUT THE GOLDEN RULES OF WORKING WITH TURKISH BUSINESS PEOPLE, WE STRONGLY RECOMMEND YOU READ THIS ARTICLE.



Observing the familiar rules of business in international trade would not alone suffice to achieve

measurable results. Each country forges its own culture, eating and drinking habits, clothing style and moral values right from its very beginnings, and all these features directly affect their way of doing business and trade. For this reason, business people in each country have their own traditions, customs, culture and moral values that we can observe in their business meetings, correspondence, telephone conversations and treats.

A company executive, planning to

enter a new market, should carry out market research to measure the level of demand for his company's products in that market and also make himself familiar with the business culture of the target country. Naturally, it is not possible to say that taking into consideration the business culture of a market will definitely produce positive results for you. However, if you plan to make your company the preferred or more renowned brand among your competitors in international markets, than you also need to make yourself familiar with the business culture of those markets.

If you are doing business in a market while taking into consideration its business culture, it means you are showing respect to your counterparts and dealing with details meticulously.

BOTH EDUCATIONAL LEVEL AND INTERNATIONAL TRADE IMPROVE

As a typical Mediterranean country, Turkey reflects its cultural values, a mixture of the values prevailing in Europe and the Middle East, in its international business, too. In Turkey, where doing business while taking into account its specific circumstances produces some measurable results, the number of entrepreneurs has risen considerably over recent years. The improving level of education in the country has had repercussions in the profile of Turkish business people and in their way of doing business. Many Turkish companies that have now become more aware of the globalisation of trade are expanding

BODY LANGUAGE IN TURKISH BUSINESS CULTURE

If the person you are talking to places his hands on his own neck with the arms being wide open, this hints that the negotiation is over or is about to end. Leaning forward in one's seat and making an eye contact is an indicator of high interest being shown. Leaning back in one's seat during a negotiation signifies lack of interest in the subject matter being discussed. Foot shaking or finger tapping during a talk usually signifies nervousness and impatience. Crossing the legs indicates there is something going wrong with the talk and there are points needed to be tackled. Moving the chair forward signifies high interest in the subject being discussed and a strong desire to get involved in the discussion.

their presence into international markets and growing their range of exports. Turkish business people are generally regarded as having a high risk appetite, but some other characteristics may be summarised as follows:

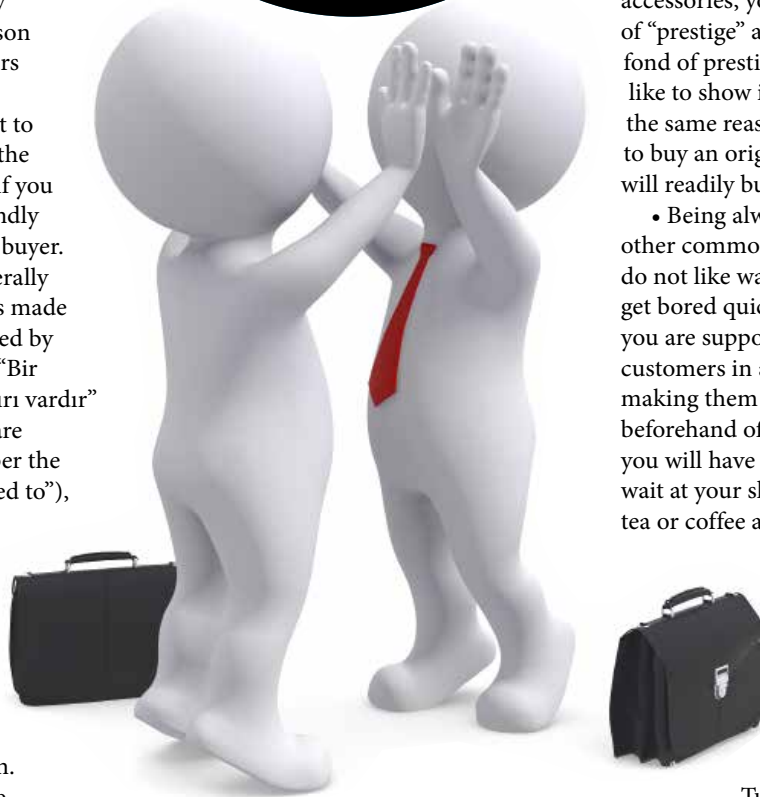
- Turkish people mostly prefer doing business with people they know one way or another. Accordingly, testimonies of their acquaintances play a very important role in their decisions to buy goods and, for the same reason they prefer to shop at retailers they know. Thus, as a seller, you should first do your best to become an acquaintance of the buyer. This is only possible if you adopt a kind of sincere, friendly and helpful approach to the buyer.

- Turkish people are generally eager to return compliments made to them, and this is confirmed by some Turkish proverbs like “Bir fincan kahvenin kırk yıl hatırı vardır” (roughly translates to “you are supposed to always remember the cup of coffee you were treated to”), and “İyilik yap denize at” (roughly translates to “do someone a favour and forget about it”). For that reason, if a Turkish customer thinks he has been done a favour, he would want to do a favour in return. However, Turkish people are somewhat vindictive as well. They do not forget anything that hurts their feelings or damages their interests, which means they never shop again at a retailer which cheated them.

- Almost all the world knows about the bargaining habit of Turkish people. Even the clumsiest shoppers take a chance to bargain. This habit is most evident from the saying, “win while shopping”. A discount obtained through bargaining generally gives shoppers the impression that they have been treated specially. For that reason, a retailer in Turkey should always consider offering a discount to

IMPORTANT!

In Turkey, the polite form of address is made by adding “bey” in front of a man’s surname and “hanım” in front of a woman’s surname. Since June, July and August are the months many business people in Turkey prefer to go on holiday, schedule your business trip to Turkey accordingly.



its customers.

- Consulting an experienced acquaintance before buying an item is also common practice among Turkish people. For that reason, people in Turkey sometimes go shopping with such an acquaintance or a group of acquaintances who are supposed to change the retailer’s opinions easily. In such cases, the retailer should pinpoint and focus on the opinion leader of the group to sell items. The opinion leader is generally the one who is faced by the other seated members of the group and listened to with a nod of affirmation in

silence by them as he speaks.

- Turkish people have a tendency to show off. They generally emulate other people and tend to buy things they normally do not need just because others have them. As a retailer in Turkey, you can easily sell goods to this kind of people if you can find a wise way to benefit from this trait. For instance, if you notice that your potential customer wears imitation designer clothing or accessories, you can easily sell the idea of “prestige” as Turkish people are very fond of prestige and social status and like to show it in their purchases. For the same reason, if they cannot afford to buy an original product, then they will readily buy an imitation one.

- Being always in hurry is one other common habit in Turkey. We do not like waiting and we generally get bored quickly. So, as a retailer, you are supposed to call back your customers in a timely manner, avoid making them wait, and inform them beforehand of any possible delay. If you will have to make your customer wait at your shop or office, offer him a tea or coffee and try to find something of interest to him while waiting – such as something to read or to talk over.

- Foreign retailers or shoppers might face extraordinary circumstances in Turkey, compelling them to find exceptional solutions.

- Turkish people generally use a kind of strong body-language along with their verbal expressions in meetings signalling that negotiations are going either well or badly.

- Giving a present to people in Turkey, such as an item representing the football club they support, or mentioning renowned historical personalities widely respected in Turkey would play a positive role in your business results.

- Turkish business people generally treat their counterparts well, regardless of their country of origin.

IRRESISTIBLE ATTRACTION OF INNOVATION IN INDUSTRIAL KITCHENS

TURKISH INDUSTRIAL KITCHEN PRODUCTS OF HIGH QUALITY AND HIGH STANDARD, BASED ON DESIGN, INNOVATION AND TECHNOLOGICAL BREAKTHROUGH, CONTINUE TO DRAW GLOBAL INTEREST. TURKISH COMPANIES RAISE THE BAR IN COMPETING WITH THEIR GLOBAL RIVALS IN INDUSTRIAL KITCHEN SECTOR.



OPEN CANNED FOOD WITHOUT EXERTING FORCE

Continuing to make new designs for hygienic and reliable products in kitchens, Cancan produced its first domestic orange juicer. The company went on with making the firsts and, in 2012, produced and launched the machine for opening square cheese tins, and now offers the new

professional electrical canned food opener for the user to open cheese, olive and canned food tins in an easy, quick and safe way without exerting much force. This product, an indispensable one for catering companies, offers efficiency and high yield and meets the requirements for hygiene and reliability. The new professional electrical canned food opener prevents any possible occupational accidents and supports companies in ensuring safety at work. The new product is particularly preferred by giant food logistics companies and airline companies.

www.cancanmakina.com

With more than 4.500 innovative products, Öztiryakiler has reinforced its expertise in industrial kitchen technologies in line with customer expectations. Having totally renewed the gastronome tubs that are indispensable in industrial kitchens and office and home kitchens, the company has designed a durable and more elegant product, maintaining the general dimensions and the globally recognised standards. The new series of gastronome tubs are referred to as reinforced cornered gastronome tubs. By virtue of the specially designed form applied to the corners, traditional gastronome tubs that get damaged particularly at the corners are now less used in kitchens. Reinforced cornered gastronome tubs produced in all sizes and depths at gastronomic standards have the potential to become the new favourite of chefs in industrial kitchens due to their ergonomics and new design. Gastronome tubs in which all kinds of food can be stored under the most reliable and the highest hygiene conditions are offered for sale under the brand name "Öztiryakiler" in the domestic market and under the brand name "Ozti" in international markets. www.oztiryakiler.com.tr

RENEWED GASTRONOME TUBS ARE THE NEW FAVOURITE OF CHEFS



STAINLESS STEEL CITRUS JUICER WITH HANDLE

Ekber has been combining customer-requested standards with design and quality in stainless steel kitchen utensils at local and global levels since 1977 and reinforcing its export achievements with new products. Producing standard tubs, including those with drain and handles, satisfying the U.S. norms, the company has recently produced a citrus juicer with handle as its most outstanding product. The most distinctive feature of the product compared with its competitors is that its body and all parts are made of stainless steel. With a cap safety system for prevention of accidents, gear set made of delrin material for low noise and long life operation and full automatic or feed models, as well as its storage tank, the citrus juicer with handle will be one of the indispensable equipment in kitchens. www.ekber.com



65 YEARS OF EXPERIENCE IN THE KITCHENWARE SECTOR

One of the leading companies in the kitchenware sector with its manufacturer identity for more than half a century, Dizdar has used a special process possessed by only a few companies in the sector to design a monoblock knife production line in its factory based completely on corporate experience. The company has made technology investments, based on the principle of production instead of importation, in spite of high investment and engineering costs and made its name heard in local and foreign markets through the innovative work conducted in cooperation with TEYDEB. With a product portfolio of around 1000 different kitchen equipment, Dizdar is a solution partner for restaurants, cafes, patisseries, health care institutions, government offices, catering companies, educational institutions, military units and tourism facilities. www.dizdarsteel.com



WIDE SELECTION OF INDUSTRIAL CLEANING EQUIPMENT

Burçak Plastik has been serving in the field of textile hangers and accessories, kitchen and bathroom accessories and industrial cleaning equipment since 1980 with its renewed vision and state-of-the-art production, planning and computer systems and contributing to the national economy especially through its industrial cleaning equipment products. Artemis Folded Towel Dispenser for 400 sheets, with its user-friendly features and elegant appearance, is offered in 3 different colours, namely white, blue and silver. The company continues to produce diverse and innovative products in the field of industrial cleaning equipment, including Bobinage Horizontal Towel Dispenser which provides hygiene by way of its dust curtains and allows paper to be cut easily along its serrated edge; mountable liquid soap dispensers with locking mechanism, double and triple varieties and optional chrome, wooden or satin chrome coating. www.burcakplast.com.tr





SMART AND INNOVATIVE OVENS ARE NOW CALLED INOSMART

Inoksan, a powerful player in the industrial kitchenware sector, has been shedding light on the sector with its innovative approach and advanced technology since its very beginnings. Having developed the Inosmart product line with its R&D team supported by an innovative brand strategy, Inoksan brings a breath of fresh air to combi ovens. Besides the firsts it has achieved in the industrial kitchen sector and the support it has provided to the Turkish economy in branding and gaining further competitive strength in international markets, Inoksan has created the Inosmart brand by bringing its combi oven range under a single umbrella. Reinforcing its innovative, technological and smart brand identity with Inosmart and aiming to bring higher benefits to its stakeholders, Inoksan applies its "Winning Kitchen" vision to this brand as well. The winning ovens brought

under the Inosmart umbrella make things easier for businesses by paying off their cost day by day through their cost-effective operating principles and eco-friendly technologies.

FAST AND HEALTHY COOKING PROCESS!

Since the FBG ovens in the Inosmart family are equipped with a Premix combustion system, 98% of the gas is burnt in the hot air combustion chamber, accelerating the cooking process. In traditional ovens, this ratio is at about 40%, possibly allowing the entry of raw gas waste into the cooking chamber along with hot air, which in turn affects negatively the taste of food. Preheating at 40-50 degrees above the cooking degree is recommended in order to cook food homogeneously and save time by Inosmart oven group which maximizes cost saving. www.inoksan.com

ENVIRONMENTALLY-FRIENDLY, FAST, USER-FRIENDLY AND MODULAR

Evinoks, producing hotel equipment, has been an innovative leader in the industry since its formation in 1982. Continuously improving itself, the company has been expanding its exports network and leaving its mark on a number of firsts. Evinoks' creativity was confirmed strongly with the awards it won in the TUSID Industrial Products Competition for its Vital Buffet Collection in both 2007 and 2009. The Vital Buffet systems enable the user to serve foods at their intended temperatures, depending on their type in order to ensure food safety and hygiene. The Vital Buffet systems are composed of modular units that, when not in use, can be stored in their storage trolley, minimizing your need for space. They do not occupy large space unlike other conventional buffet systems available in the market. All the bodies in the collection come in two standard heights, and the top sets placed on these bodies offer great flexibility in terms of space. They are equipped with five different cooling systems and four different heating systems, offering the user a wide range of cooling and heating options.

www.evinoks.com.tr



TURKISH KITCHENWARE EXPORTERS

CONTACTFILE

KITCHENWARE ●

PLASTICWARE ●

ELECTRICAL ●

INDUSTRIAL ●

TABLEWARE ●

GIFTWARE ●

HOUSEWARE ●

FOR MORE INFORMATION ABOUT
TURKISH KITCHENWARE, PLEASE CONTACT US

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ALBA TURİSTİK VE HEDİYELİK EŞYA

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AL-CO ALÜMİNYUM / Papilla

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