

turkish kitchen

SPRING 2014 ISSUE 15 **A COMPLIMENTARY COPY FROM IMMIB**

ware

INTERNATIONAL
HOME+HOUSEWARES
SHOW- HONG KONG
HOUSEWARE FAIR

DESIGN&DESIGNER
CAN YALMAN

STYLE
THERE'S SOMEONE IN THE
KITCHEN

CHEF
ALİ SERÇE
REGIONAL FOOD

COOKED IN
EARTHENWARE IS
DELICIOUS



bager

MIRADAN

ambiente

Hungary HOUSEWARE

Züchex
ZÜCCAGNE & EV EDİMLERİ FABRİKA

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

Hello,

At İMMİB, we took pride in participating the international trade fair Ambiente, which was held between 7 and 11 February 2014, for the 19th time together with 70 participants at Halls 3.0, 5.0 and 10.1. The Turkish national participants that showcased a wide variety of high quality domestic products and souvenirs made of various materials from metal to plastic and offered at competitive prices to attract visitors. 48 other Turkish companies that participated in the trade fair independently helped Turkey rank among the top 10 countries in terms of number of participants at Ambiente. In short, with the help of prosperous local companies, offering high quality and unique designs, and through the aggressive promotional activities and events it held, Turkey became the focus of the industry in the international arena at this year's edition of the trade fair which brought together 114 thousand suppliers from 161 countries. Well, then what does this edition of our magazine, complementary copies of which we plan to distribute at both the International Home and Housewares Show and the Hong Kong Houseware fairs, feature? We made an interview to reflect the history of success of Mehtap, a well-known brand name in both the Turkish and international markets, holding a 1,8 share in the international market. Stating that 14 Mehtap-branded products are sold every minute across the world, Mehtap Mutfak Eşyaları Assistant General Manager Sinan Paksoy sincerely answered our questions. This edition also features interviews made with the executives of two other companies: Çetin Plastik, and Akyıldız. We also made a short review of the making of earthenware pottery, a traditional handicraft which is still popular in some of the regions in Anatolia. Thus, we discovered that the Menemen Association of Earthenware Pottery Makers, formed in Menemen/İzmir in 2013, has plans to launch a project, titled "Village of Earthenware Pottery Makers", in an effort to keep alive the handicraft which is on the brink of extinction. We made a joyful interview with Can Yalman, an industrial designer who has left his mark on many award-winning designs from yachts to culinary and from ceramic to electronic products, at his office for you. Ali Serçe, also known as "Ali Usta", an award-winning cook, told Turkish Kitchenware about his professional history starting from his childhood. This edition also features a short notice about the Packaging Design Competition which will be organised jointly by İKMİB and İDDMİB for the first time this year in the categories of Students and Professionals is open to both designers who received design training individually or as a group.



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The rich fruits of winter come to your tables in their freshness and variety with Emsan fruit juicers. Now it is easy to prepare fruit juices, store houses of vitamin and energy, with Emsan fruit juicers. Emsan fruit juicers help you stay healthy through the winter with delicious fruit juices you will prepare for your family and your loved ones. The special filtering system designed to pass minimal pulp through offers easy juicing for large fruits, and long useful life with its design and ergonomic frame. The stainless steel wide container makes juicing easy. Emsan fruit juicers that comprise 3 alternatives with red, grey, and stainless steel frames will be indispensable for your kitchens in all seasons with the choices of Retro Press, Multi Press, and Nova Press.

www.emsan.com.tr



CLOSE TO 150 ORIGINAL DESIGNS FROM **ALBAYRAK PLASTİK**

Having a commercial history of over 30 years, Albayrak Plastik began manufacturing melamine kitchenware in 1968. The company which serves with its unique designs, quality, and diverse product range constantly develops its product portfolio. The company which has 400 types of moulded models and close to 150 original designs also produces plastic trays for catering and fast food companies. Albayrak Plastik, the leader of its sector in Turkey in terms of quality and design exports mainly to European Countries, Russia, and African countries. The Orkide tray [ORCHID TRAY] is 306 x 395 x 40 mm. The Salon tray [SALOON TRAY], Mini Gondol Tray [GONDOLA TRAY] products are among its most ambitious products. www.albayrakmelamin.com



ARÇELİK GURMÉ TEA MACHINE

The Arçelik Gurmé tea machine will bring smiles to the faces of your tea loving loved ones. Arçelik promises unforgettable teatime hours with its product equipped with a filter sense special steeping technology which keeps the tea fresh for a long time. The quantity and type of tea can be set at the Arçelik Gurmé tea machine which allows Turkish style tea steeping. Offering the option of brewing light, regular, and strong tea, and steeping black, green, and various herbal teas at ideal temperature, this innovative product is a gourmet appliance. In the product which prepares the tea at the desired time thanks to its timing feature, the special water transfer system allows the water placed in the heater section automatically to the steeping section. The tea machine which allows you to see the tea more clearly with its glass steeper and water heater, can be cleaned easily. www.arçelik.com.tr

ORBITALMIX, YOUR HELPER IN THE KITCHEN

Offering many functions in one, such as whisking, chopping, and mixing the ArnicaOrbitalMix hand blender set lets people who like to spend time in the kitchen time to express their creativity. The ArnicaOrbitalMix hand blender set can handle many tasks. Having many skills, with its blender apparatus, whisk, and chopper, Orbital Mix takes its place in the kitchen with its ergonomic container section. Manufactured with the warranty of the 50 year old Senur A.Ş., Arnica continues to design products that will elevate its quality by offering the Turkish consumer with dozens of choices in small kitchen appliances. It makes life easier for women and men who enjoy doing housework with its kitchen, bathroom, personal care and household appliances. www.arnica.com.tr



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www.luxplastic.com





CUP SETS TO SUIT ALL TASTES FROM **PAŞABAHÇE**

Having enriched Turkish coffee presentations with various designs, Paşabahçe has extended its greatly popular Diamond, Aqua, Carre, and Casablanca series with tiny coffee cup sets for Turkish coffee enthusiasts.

Diamond with its sparkling look for dazzling presentations, Aqua for those who seek functionality with its reliable form, Carre for those who seek a modern look with its sharp and straight lines, and Casablanca for those who want aesthetics and practicality at once, with its uniquely shaped handle, have been offered for the enjoyment of consumers. Paşabahçe has added new and different form to its selection of tea glasses.

Paşabahçe introduces a unique elegance to teatime with Gala tea glasses with graceful stems, offering an interpretation of the traditional and modern.

www.pasabahce.com.tr



A SPECIAL SET FOR A HEALTHY LIFE FROM **HISAR**

Hisar which has never compromised on its quality and has always drawn attention with its elegance since 1968, offers consumers a chance to cook healthy with pleasure with its new product, the Healthy Living Set. Hisar, which continues to produce unique conveniences in kitchens with its new designs offers its consumers and extraordinary design with its new product, the Healthy Living Set. The cookware set which allows cooking different dishes at the same time without mixing their aromas, helps you create miracles in the kitchen.

Furthermore, the set which preserves the vitamins in foods with its feature of steam cooking without oil and water, is remarkable for its silicon handles that do not burn the hand, as well as its grater apparatus. You can find the set that will be your greatest helper in the kitchen in all Hisar stores and sales corners. www.hisar.com.tr



ARZU ÇELİK OFFERS NEW TEAPOT DESIGNS

Established in 1991 in Kahramanmaraş and engaged in the production of stainless steel kitchenware, Arzu Çelik continues to operate at its plant, measuring five hundred square meters and built on a land plot of 13 thousand square meters, with new machinery and a new production concept.

Continuously expanding its product range and production capacity with a focus on quality and aesthetics, the company also concentrates its attention on export markets. Arzu Çelik has given momentum to its R&D operations as well in order to keep up with the developments in the industry, accelerate production and be always in pursuit of new technologies.

www.arzumetal.com.tr

SALSA MIXER POT BY **LUX** **PLASTİK**



Lux Plastik continues to provide products that make life easier. You will no more have your kitchen messed up when making cakes. You can stir your mixed contents without any splashes thanks to the protective lid of Salsa mixer pot. Lux Plastik is also a self-confident player in the market for vacuum storage containers. www.luxplastic.com



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ARZUM WON FIRST PRIZE TO TURKEY FROM HONG KONG

Arzum, which offers innovative and reliable products to make life easier for its users, has won the "Consumer product Design Award" in the 2013 Hong Kong Industrial Design Awards, for its toaster design, unlike all known toasters. Arzum, which produces small household appliances that make life in the kitchen easier from chopping to mixing, grating to whisking, continues to make a difference for its product designs. Firrin, which was designed by young designer Atıl Kızılbayır, and won an award in the Industrial Design Contest in 2007, drew the attention of Arzum. Soon after Arzum began manufacturing it, Firrin was met with great interest by consumers. Having a different design from other toasters sold on the market was chosen among 70 products, winning the Consumer Product Design Award, and bringing first prize to Turkey. The principal difference of Arzum Firrin from other toasters is its sliding compartment which makes it possible to toast bread of all sizes with ease. www.arzum.com



CERAMIC AND TEFLON PRODUCTS FROM SAFLON

Saflon which operates in the burn proof-nonstick kitchenware sector in Kahramanmaraş, began manufacturing in 2002 within the Saf Group, under the company name Saflon Metal San.ve Tic. AŞ. The company operates on a total area of 22 thousand square miles, of which 8 thousand square meters is indoor space. The technology, equipment, raw materials and auxiliary materials used in production are selected with care, and Teflon products are offered to the customer only after undergoing corrosion tests, non-stick performance test, wear resistance test and scratch resistance tests in a laboratory environment. Saflon manufactures its products in two groups: the ceramic and Teflon lines. The products are coated three and two layers of non-stick ceramic on the inside and outside respectively, and baked at high temperature. In 2013 Saflon acquired an established factory abroad and annexed it to the company as the Italian NOVAK Spray line and Oven coating line, and aims to raise its production capacity by 50 percent in 2014. Furthermore the production of 5 mm pressed aluminum induction based inner and outer ceramic cookware has begun. www.saflon.com

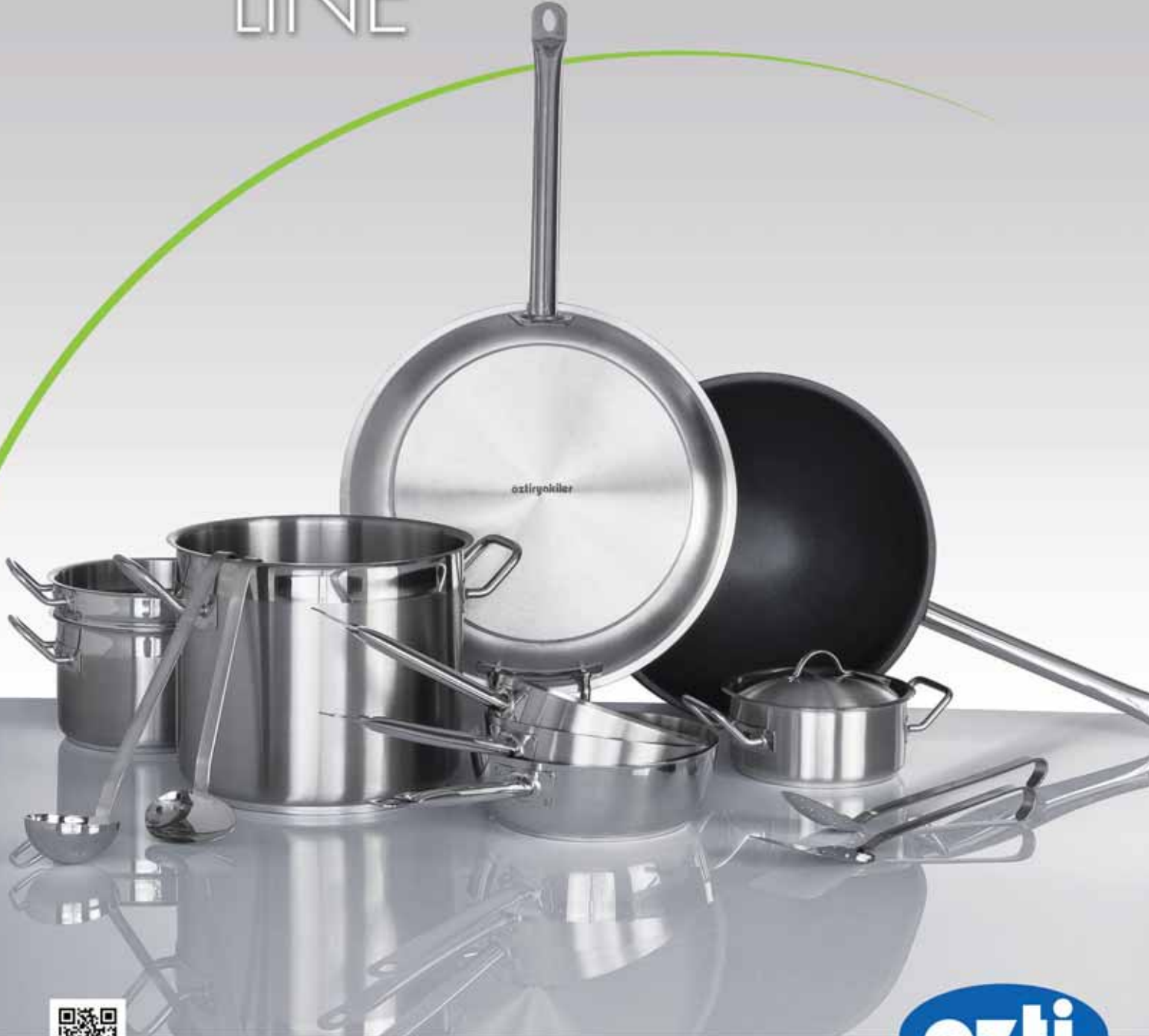
MONNA GLASS PRODUCTS ARE 100% HANDMADE



Monna Glass is a Turkish glassware manufacturer; producing decorative glassware for value added tableware and fine design gift. Main product groups are Platters, Vases, Chargers, Centerpieces, Bowls, Votive & T-Light Holders, Tumblers, Accessories, etc. They come in the most fashionable colors of the season. The articles in our collection are 100% handmade and produced by the skilled glass artisans. Each piece is reflecting the original craftsmanship and perfect gift to be treasured. www.monnglass.com

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www.oztiryakiler.com.tr





EVINOKS IS AMBITIOUS IN COOLING SYSTEMS

Evinoks cooling systems that aim for energy economy are noteworthy as "smart product design"s with cooling systems, interior cleaning of units, and hygiene. A high level of hygiene is achieved with microprocessor controlled HACCP alarms and specially designed control panels that can be loaded with automatic defrost and childproof safety lock mechanisms. Since all Evinoks cooling systems provide homogeneous and deep cooling, a bitter cold is sensed on any surface. There is a cold air based cooling system behind the serving area for foods served cold. There is a base area for presentation as well as an adjustable shelf in the back. The blow type cooler and main cooler are located below the main tray. This system that does not confine itself to superficial cleaning, but also offers interior cleaning of the unit has a piston equipped main tray that can open. Thus, the tank can be cleaned easily and serviced when required. Contact based glass cooling system for foods served cold is among Evinoks's patented products. The surface is cooled via copper tubes attached in a special way to the lower surface of the glass. Since the surface temperature is -5°C, the moisture in the environment freezes on the surface and felt as frosting on the upper tray. In areas of heavy air flow, frosting is replaced by condensation. The standard color of glass preferred for the surface that is to be cooled is cold white while other colors and patterns of glass can also be applied. www.evinoks.com.tr

ORIGINAL DESIGN IN THE INDUSTRIAL KITCHEN FROM **iNOKSAN**



The İnoksan Cantilever (island group) that can be modified according to the requirements of its user, makes a difference in enterprises with its hygiene oriented designs. Cantilever distinguishes itself for conveniences it offers to kitchen professionals while offering savings. Cantilever (island group) cookers that are a group of appliances with consoles placed on a central mount continue to be preferred by enterprises for their aesthetically pleasing and ergonomic structures, whose modules can be interchanged or added. Cantilever cookers that can be designed in 70 and 90 series, combine a great variety of functions and adjust cooking modules depending on requirements. İnoksan, which offers innovative solutions to the industrial kitchen sector, continues to conquer the hearts of professionals with Cantilever cookers. Cantilever cookers present as a dazzling alternative to professional kitchens for their convenient designs ensuring a high level of work safety, the use of AISI 304 quality on all surfaces, and the ability to work on both sides. www.inoksan.com



TAMAY INDUSTRIAL PRODUCTS

Our company was founded in 1946 with an idea of offering custom professional solutions to industries related with food processing equipment as well as other custom stainless steel products such as drainage systems, floor drains and food processing machineries. With a quick turn around time, we offer functional, hygienic, and strong stainless steel products. All of the products are produced from stainless steel sheet with AISI 304 18/8 high quality valve. It saves time and gives a systemic work. They are aesthetic and ergonomic and was designed according to user requirements. www.tamaysan.com



KAYALAR OFFERS A RICH PRODUCT RANGE

Industrial kitchen products manufactured by Kayalar are entirely produced from AISI 304 grade stainless steel. All components used in machines and equipment are procured from suppliers implementing international standards in the sector. Products are manufactured by a specially designed, expert crew, with meticulous attention to the rules of metal working and hygiene (HACCP). The Kayalar Group of Companies has been developing and implementing its vision, mission, and strategies in its subsidiaries without compromising its pioneering quality philosophy, in order to transfer the deep seated "Kayalar" brand of 58 years, and its pledge to future generations. The Kayalar Group of Companies was among the first companies to implement the ISO 9001:2000 manufacturing and TSE, CE, Gost product certifications, creating a difference in quality. Kayalar's product portfolio for industrial kitchens includes 600 series, 750 series, and 900 series modular cookers, convection, combination ovens and pizza ovens, fast food cookers, cold rooms, counter level refrigerators, storage type and display type refrigerators. The company's eye catching products for the industry also include hot beverage appliances, coffee, tea makers, cold beverage and bar equipment, fruit juice coolers, equipment for preparing drinks, meat, vegetable, dough prep units, dishwashers, dish baskets, auxiliary dishwashing equipment, gastronomy tubs, pots and pans, service materials, and tabletop kitchen equipment. www.kayalarmutfak.com

EXCLUSIVE GAS RANGE SERIES FROM MAYAPAZ

Mayapaz continues to be the choice of industrial kitchens. Having staked its claim in the industrial kitchen market particularly for its 600 series stainless steel gas range product, is noteworthy for its general purpose cooker group. Open flame tops with safety valves and thermo couples and pilot flame gray cast grills and ranges await owners of industrial kitchens with their LPG and natural gas options with cabinets or single doors. www.mayapaz.com.tr



A NEW LINE ÖZTIRYAKILER MONOBLOCK COOLER

Öztiryakiler as a leader manufacturer of industrial kitchens has launched a new line Monoblock series fridges. The new Monoblock series fridges being preferred by versatile enterprises have some improved features: "high COP value compressor, homogeneous temperature distribution, hygienic shelves, easy-maintenance compact cooling system, larger internal capacity and HACCP compliant food safety" being first in Turkey; fridges running just on two bulb power and the "Easy-Pack" system fridges and walk-in coolers being controlled from a single place through a computer can be monitored on internet. For smaller enterprises the HACCP compliant food safety is monitored through an USB port plugged on the fridge. Each Öztiryakiler fridge running on 160W, being the first gastronom size manufactured fridge, pays back its value in 10 years and is considered an investment for the future. In case a technical issue in a new series Öztiryakiler fridge, a servicing technician can easily give service without discharging the foods in the fridge. Considering both the manufacturing processes and the economy it brings back when using the fridges.



ANTARES AND PLAIDES FROM NARIN

Narin Madeni Eşya was established in 1967 in Istanbul. In 2017, they will celebrate their 50th anniversary. Their 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 their product range. Since mid 2000's, they have been trying to have a foothold in the horeca sector as well. They produce 8 million units of fork, spoon and knife a year. www.narinmetal.com

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Nehir started its activities with trade of Steel Kitchenware in 1981, displayed a continuous development and took its place among reliable leading institutions of the sector by adding manufacturer identity into its own body in 1986.

European origin Stainless Steel raw material is used in all products. It presents many models and hundreds kinds of products to the satisfaction of customers, which it has given to development and quality since its establishment date. It also continues to present the best and the most beautiful designs to the customer and adds new designs in cutlery, trays and tea sets each year. www.nehir.com



SILVERWARE AND FLATWARE FROM NOUVAL

Nouval was founded in 1975 in Cairo, the capital city of Egypt. Nouval began its production in a workshop with 50 workers and, within a short period of time, has increased its volume of fabricated production to employ 2000 workers today while continuing its productive activity as part of a group of companies. Nouval exports to more than 40 countries around the world. Production includes the following items: Non-stick kitchen ware, electrical kitchenware and housewares, stainless steel kitchenware, silverware and flatware. www.nouval.com.tr

EKBER OFFERS FOR THE BRIDE'S BUNDLE

Ekber designs models to suit all tastes for minimal, modern, and elegant table settings. The dishwasher safe products have been manufactured to high quality standards. The Ekber Ege cutlery set brings noblesse to tables with dinner, dessert, hors d'oeuvres and serving utensils. It is in the running to be an indispensable item in bride's bundle's with its sets offered inside chests and boxes. www.ekber.com.



"ORLANDO", A NEW LINE FROM HISAR

Offering quality and elegance together in its designs, Hisar has prepared a brand new cutlery line for its consumers. Inspired by America's magical city, Orlando, the Hisar Orlando Line introduces an innovative design to tables, with its powerful look and aesthetic lines. The line that was inspired by Orlando's unique charm comprises 89 pieces. www.hisar.com.tr

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LILLY JUG AND VENEZIA BEVERAGE SET FROM HEREVIN

The design understanding of Herevin that is a designer mark has been established on differentiates. Herevin that is always leader of innovations is in the position determining the fashion and trends in its product group. Solmazer develop products in their style through using three different methods: To produce new products according to consumer needs and requests, to create request through producing new products that are not thought by consumers before and to develop current product groups. Herevin is applying global strategy, adopts design understanding that thinks needs of every countries at the same time. Also the products varies considering various habits different pleasures, styles, fashion, colors in each market. www.solmazer.com

Venezia Beverage Set,
Arcylic Serie, BPA Free.



Lily
Jug, out
standing
design,
shiny
colors.



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PITCHERS FROM AKYUZ

Akyuz Dış Ticaret ve Pazarlama Ltd. Şti. is one of the market's leader in house, kitchen and garden articles. Akyuz Dış Ticaret ve Pazarlama Ltd. Şti. has a long pedigree in its chosen field of plastics industry and provides customers with world-class expertises to a global market. A combining the experiences and knowledge of twenty five years of manufactory expertises, Akyuz Plastics produces the widest range of kitchen, bathroom and garden articles in facilities located in Istanbul and Ankara.

www.akyuz.com.tr

AN INNOVATIVE APPROACH FROM BAGER PLASTİK

Bager Plastik, which aims to achieve customer satisfaction through blending the most innovative and high quality products with superior service, has fulfilled the requirements for achieving this aim, and introduced color to living spaces for over 25 years. All products of Bager were born from the combination of sturdiness and aesthetic design and exports half of its production volume to 35 countries.

www.bagerplastik.com



400 DIFFERENT MODELS FROM BORA PLASTİK

Bora Plastik AŞ is a leading company of its own sector in Turkey. Today: their 1963 established company is producing over then 400 different models/items and we are including new models/ items every month to their range. Main target is to offer high quality and decorative items with reasonable/ competitive prices to trade partners and customers. Bora Plastik has plastic jugs in different sizes in their portfolio.

www.boraplastik.com.tr

PROMOTIONAL ITEMS FROM OBJE PLASTİK

Obje Plastik from the day of it's establishment in 2007, is a candidate of most rapidly growing and improving manufacturer and exporter company in Turkey. In the first years of establishment, Obje specialized in promotional items and display stands and put it's signature under many stands which we frequently come across in our daily lifes. With it's high motivation of renovating and improving itself, Obje step forward to the area of plastic kitchen and housewares.

www.objeplastik.com



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INDUSTRIAL DESIGNER CAN YALMAN, HAVING CREATED EXCLUSIVE DESIGNS IN MANY AREAS FROM CUTLERY SETS TO CERAMICS, PACKAGING TO BOATS AS CAN YALMAN DESIGN POINTS OUT THAT HIS MOST THRILLING PROJECT WAS BOATS. SAYING ISTANBUL'S ENERGY FEEDS HIM AS A DESIGNER YALMAN ADDS THAT YOUNG DESIGNERS SHOULD NOT ASPIRE TO DESIGN IMMEDIATELY UPON GRADUATION, THAT THIS IS A PROCESS WHICH REQUIRES HARD WORK.

Can Yalman said, "Now, there are much more opportunities in Turkey for industrial designers. Because now there are much more people who know about industrial design and work in this field," and stated that many companies wished to work with a designer, having realized that they could not do anything for the future without design.

WHO IS CAN YALMAN, HOW DID HE STEP INTO THE WORLD OF DESIGN?

Actually, I started the world of design as an advertiser. I wanted to be an advertiser and applied to schools in New York offering Communication Designer majors. I liked Parsons School of Design, and I enrolled there. I received a basic education throughout

my freshman year. At the end of that term, I saw there was a discipline as industrial design. During those years, I was fond of sports such as surfing, and biking and of photography. I felt I could have a chance to design products in such areas, and enrolled in that program directly. Thus, I stepped in industrial design.

YOU HAVE BENEFITED GREATLY FROM THE ENERGY OF NEW YORK. WHAT WAS IT THAT AFFECTED YOU? THE FAST LIFE, THE DIVERSITY?

Before my college education in New York, I had lived in the U.S. for about six years. I studied high school, even middle school there. But Manhattan has always held a different charm for me. As you approach the city, that is as you come from Long Island to New York, you feel the grandeur of the city. The city has a bearing and you sense its energy as you come closer. There are



“ISTANBUL'S ENERGY FEEDS THE DESIGNER”

Design & designer



CAN YALMAN
INDUSTRIAL DESIGNER

people of all sorts, from all walks of life. I did not get to experience the times of the Andy Warhol Factory, Studio 54, but I can say I experienced a bit of the end. I was deeply affected by the creativity there. Having lived in New York contributed as much to my design training as my school did.

DID YOU NOT CONSIDER STAYING IN NEW YORK LONGER, AND PRACTICING YOUR PROFESSION THERE?

In fact, many wish to remain. I had already spent a significant amount of time there. I could have stayed, but I felt like I had had my fill. My education, industrial design was not known in Turkey at all, it was wide open. Therefore I wished to return to Turkey and do something.

HOW IS THE ENERGY OF ISTANBUL?

One reason I like New York that much is that it is very similar to Istanbul. You can be truly free in Istanbul. There are many things that particularly a designer can feed from. Istanbul's cultural texture, the energy it gives you with the nature of the Bosphorus, its mosques, and palaces is just like New York. A great number of foreigners come and live in Istanbul these days. Living here brings added value to their lives. Istanbul has become more cosmopolitan for having those people living here.

YOU HAVE STARTED YOUR PROFESSIONAL LIFE AS A DESIGNER IN ARÇELİK.

During first years after I came, I thought of designing something right away, taking it to companies, having it produced, and sold. Unfortunately, that

turned out not to be the case. In Turkey executives, industrialists approach you with caution and distance. They even try to take advantage of you. It was highly fashionable at the time, I designed crystal candle holders, wrought iron. I took it to a company that had a chain store. You could sell these at your stores, I said. They said the products were very good. They said if these cost 10 lira, then we will produce them for five, and not need you, and they were done with it. This was my first experience as to how things work in Turkey. It is a lesson. Actually, things still work like that. During that time, Arçelik was newly transitioning to 3D industrial design. I applied. I worked there for seven years, gaining experience. We designed all sorts of products. I got familiar with various materials. I learned how things work in large companies. These need to be learned anyway.

DID YOU SET UP YOUR DESIGN OFFICE AFTER THESE SEVEN YEARS?

Yes First I thought, alright, I did this work in a large company in Turkey, I gained experience, but should I spend some time in a design office? Indeed, I contacted design offices abroad. Then thinking I would eventually go through the process again, and start from scratch, I decided to set up my own office (Can Yalman Design).



DOES WORKING FOR A COMPANY OR SETTING YOUR OWN OFFICE AND WORKING WITH CLIENTS REQUIRE THE MORE CREATIVITY? RATHER, WHAT ARE THE DIFFERENCES BETWEEN THE TWO?

First of all, freedom. You deal with the customer, but there is slightly more freedom. Rather than constantly interfering with your designs, people interfere in stages. Most importantly, you can work for various industries.

WHICH AREAS DO YOU WORK IN?

We design in many areas from ceramics to boats, packaging to cutlery sets and electronics.

WHAT WOULD YOU RECOMMEND TO YOUNG PEOPLE WISHING TO BECOME INDUSTRIAL DESIGNERS?

They will have to work very hard. Many young people assume they can graduate from university and begin designing right away. It's not easy. It's a process. You may have very good ideas, but ideas alone do not make an industrial designer. Knowledge in many subjects such as manufacturing methods, the way companies work,

logistics, shipping, packaging, product marketing, and PR is required. I recommend that they add a product for the future to their portfolio. They should be cautious while showing a customer their designs. Even if you get your product registered, this can be violated. It's best not to worry too much about these things. You will design many things throughout your lives, in some you will succeed, and in some you will fail. Some they will steal. These things settle in time.

WHAT OPPORTUNITIES ARE THERE IN TURKEY FOR INDUSTRIAL DESIGNERS?

There are many opportunities. Because now there are much more people who know about industrial design and work in this area. The government supports it. If you are in the Turquality program, if the company you work with is in the program, you can carry out projects at much lower cost. The government subsidizes almost half of it. And many companies wish to work with a designer, having realized that they can not do anything for the future without design.



WHAT AREA DO YOU LIKE TO CONCENTRATE ON THE MOST?

Yachts. It is an important and highly complicated area. It's not a simple product. Of course it is exciting to design a product that is a blend of many details, ergonomics, lifestyle, architecture, interior decoration, lighting, and technological products, and also one that is mass produced, that is moulded, as well as a speedy craft.

WHAT HAVE YOU DESIGNED FOR THE KITCHEN?

I designed kitchen products while I was in Arçelik. I also designed products for the kitchen at Çanakkale Seramik. I designed cutlery sets, kettles, tea glasses. I can say that in time, I became familiar with many products that can be used in the kitchen. After all we handle the galleys of boats as a whole.

WHO ARE THE INDUSTRIAL DESIGNERS YOU ADMIRE ON A GLOBAL SCALE?

I admire designers who do similar work to us, as Can Yalman Design, such as Zaha Hadid, Russel Groves. Interestingly, sometimes when we see a design they have created, we say we have thought of it as well. Philippe Starck is a designer I have admired since my school days. The Campana Brothers are designers whose work I like on the whole. But there are others who have occasional designs that I like.

MANY INDUSTRIAL DESIGN COMPETITIONS ARE HELD. MANY PRODUCTS ARE DESIGNED, BUT WHEN YOU LOOK AT PRODUCTION, YOU CAN NOT FIND THEM IN THE MARKET. YOU HAVE PARTICIPATED IN COMPETITIONS IN THE PAST. DO YOU SUPPORT THEM?

We do not participate much anymore. We attend as jury members. Competitions are important for young designers. They provide support, and inspiration. They bring out the energy of the designer. You find the chance



to implement many projects on a competition platform that you could not in real life. It is very good in that aspect. I have not seen very good designs in recent competitions. This saddens me a little. But they should continue. İMMİB (Istanbul Minerals and Metals Exporter's Associations) has competitions. Very good results are

attained. A lot befalls our industrialists. They do not get the idea of a young designer and commence production.

DO YOU CONSIDER TURKISH COMPANIES MANUFACTURING KITCHENWARE AND TABLEWARE SUCCESSFUL?

There are very successful companies. We have worked with Hisar. Hisar has worked with designers and offering original products for a long time. I think they are very successful. They have also received awards for their designs. Today, many small appliance companies work with designers. These receive awards in competitions such as RedDot and İF. I consider companies that produce original products more successful. I wish more companies would emulate them.



"COOKING IS A LABOR OF LOVE, OF PASSION"



"EVERY DAY I THINK, AND I DESIGN HOW I CAN BETTER PRESENT MY DISHES. THE PLATE I PRESENT IS LIKE A WOMAN. THE PLATE SHOULD BE ABLE TO SPEAK. YOU KNOW HOW YOU LOOK TO SEE IF A WOMAN HAS THE RIGHT TONE OF LIPSTICK, MASCARA, AND EYE SHADOW; FOOD IS LIKE THAT FOR ME. I CHECK WHETHER THE FOOD I PUT ON THE PLATE HAS THE RIGHT HUES, RIGHT AROMAS, I WANT THE PLATE TO DANCE."

Ali Serçe, a successful chef specializing in Turkish cuisine is a cook of many awards. Having participated in countless seminars, contests, and received awards Ali Serçe has also taken part in publicity events held in collaboration of the Ministry of Tourism and TAF (Cooks and Chefs Federation of Turkey) in Russia, Germany and South America. Ali Serçe or Ali Usta (Chef Ali) as everyone calls him, the ever smiling and beloved chef of BoschRexroth currently manufacturing in Bursa loves his job and lets all his staff feel it.

Calling the place he hands out his plates as a "stage" Ali Usta does justice to the stage with his dishes as well. Ali Usta who has been familiar with the kitchen by virtue of having a pastry chef for a father, and who helped his mother in the kitchen when he was 9-10 related his food journey to TurkishKitchenware magazine.

COULD WE LEARN A LITTLE ABOUT YOU?

I am from Bursa. I started the profession when I was very young. Before that, when I was around 9-10 years old, I used to help my mother in the kitchen. I even made Turkish ravioli from scratch with my mother. I have a degree in Tourism and Hotel Management. I began by cooking meat, meat products, and appetizers. In order

to better myself, I worked at the most luxurious hotel restaurants in Antalya, Marmaris, and Bodrum. In 1996 I returned to Bursa and got married. I began working at a catering firm, which was purchased by the Sofra Group in 2004. Since then I have been working for Eurest, a Sofra Group company, as the chef for the Marmara Region for Sofra Group. I have worked for Bosch for six years.

YOU OBVIOUSLY TAKE PLEASURE IN YOUR WORK. WHAT IN THIS PROFESSION MAKES YOU HAPPY?

I do take pleasure in my work. I make a point of asking anyone who comes to the dining hall whether they are satisfied with their food, and whether they want something. Because people work for eight hours here. I do not want my food to make them frown when they come to the dining hall. Aside from that, I never sulk when I am on the stage - that is what I call the place where I hand out dishes. I always smile and everyone who works for me must as well. I am gladdened by the happiness in people's faces as they eat my food.

WE HAVE LEARNED THAT YOU GIVE KITCHEN TRAINING TO BOSCH EMPLOYEES. WOULD YOU TELL US A LITTLE OF THESE TRAINING SESSIONS? WHAT DO THEY ENTAIL?

I am very happy to be here. This is because employees, and most notably management are very gracious and congenial. Managers always thank



4 CONTINENTS
47 COUNTRY
EXPORT



30,000 POTS PER DAY
PRODUCTION CAPACITY



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www.hascevher.com.tr

me for the food I cook. This is very important, since you wish your work to be appreciated. You see this in Bosch. I provide kitchen training to white and blue collar Bosch employees. The first couple of days, I teach what the kitchen is, what the materials are and how they are purchased. Because economy has become very important now. We then move on to application. I set up for kitchens. Some cook chicken, some fish, and some make desserts. I later have them compete among themselves. 20 people competed recently. I gave all 20 the same ingredients, and not one of the 20 dishes tasted like another. Such is food.

YOU HAVE WON AWARDS IN MANY CONTESTS, AND ALSO TAKEN PART IN EVENTS HELD FOR PUBLICITY OF TURKEY ABROAD. WHAT WOULD YOU SAY ON THIS SUBJECT?

I have participated in many seminars, contests, and won awards. I do not participate in every contest. I prefer those which are more appealing to me. Most recently I participated in a contest held by the Chef Club Chef's Union with disabled individuals. It was a contest which doyen chefs assumed the task of apprentices to disabled individuals. They gave us directions, and we did the cooking. I took great pleasure from that. Aside from that I have also taken part in publicity events held in collaboration of the Ministry of Tourism and TAF (Cooks and Chefs Federation of Turkey) in Russia, Germany and South America. The publicity event held in South America was very good. I was touched by two things there. One was when I was invited to the stage after the service, where I was given 100 roses and a standing ovation. Another was when the chorus they had formed for the rehabilitation of addicted young people sang the Turkish national anthem.

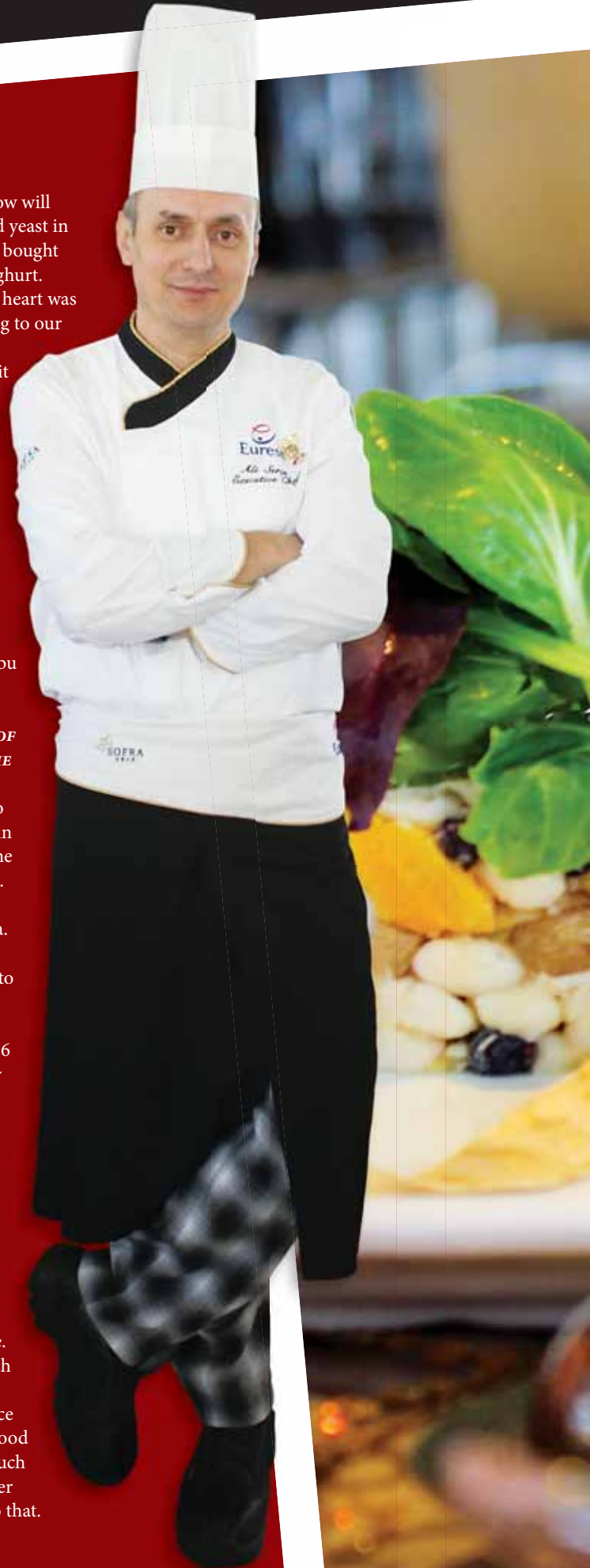
SINCE YOU HAVE TRAVELED TO SO MANY PLACES, YOU ARE BOUND TO HAVE SOME INTERESTING MEMORIES...

There is no yoghurt in South America. We have tzatziki in our menu.

We are wondering "How will we make this?" I found yeast in a store run by Arabs. I bought milk and made the yoghurt. The following day, my heart was racing as we were going to our place of presentation. Wondering "How did it turn out?" Because we are not familiar with yeast, the milk. When I got there, the yoghurt had turned great, like cheese. I made the tzatziki, but how to present it? We presented it in Malibu glasses. Long story short, I served tavern tzatziki in Malibu glasses.

WOULD YOU TELL US OF YOUR PASSION FOR THE SEA?

I abandon myself to nature, and to the sea in my spare time. I like the sea because of seafood. I like eating products that come from the sea. In fact I eat very little. This is because I have to taste every single dish that comes out. I eat nothing but fruit after 6 PM. Eating excessively shortens people's lives. My greatest dream is to start a restaurant in Kekova after I retire, selling only red meat, seafood, red wine, and raki. I have even imagined what the waiter would be like. In his fifties, white haired and presentable. In this restaurant which will have two or three employees, and no price list, whoever eats the food will determine how much they will pay. I will offer delicacies according to that.



" I NEVER *SULK WHEN I AM ON THE STAGE - THAT IS WHAT I CALL THE PLACE WHERE I HAND OUT DISHES. I ALWAYS SMILE AND EVERYONE WHO WORKS FOR ME MUST AS WELL. I AM GLADDENED BY THE HAPPINESS IN PEOPLE'S FACES AS THEY EAT MY FOOD."*

**SHANK
KEBAB, MARINATED
IN GINGER AND GARNISHED WITH
DRY LEGUMES AND DRIED FRUITS. WITH
DRIED TOMATOES.**

1 lamb shank, dessert spoon of chickpeas, 1 dessert spoon of white kidney beans, 2 sprigs of fresh thyme, 1 dessert spoon of wheat, 1 dessert spoon of raisins, 1 dessert spoon of currants, 1 dessert spoon of olive salt, 1 dried apricot, 1 small onion, 1 clove of garlic, Freshly ground white pepper, 1 dessert spoon of flour, 1 dried fig, 100 g of dried tomatoes, 1 dessert spoon of ginger puree, 1 dessert spoon of highly acidic olive oil, 1 tablespoon of olive oil (for the dried tomatoes), Crisp spinach leaves to garnish

Directions:

Marinate the lamb shank overnight with ginger and olive oil. Soak the dry legumes overnight. Season the marinated shank with salt and pepper, and seal on a hot pan, cover the lid and cook in the same pan for 1 hour at 180°C. Boil the soaked legumes in water with olive salt. Marinade dry tomatoes with olive oil and pepper. Remove the cooked shank from the pan, and in the same pan sauté the onion and garlic, and add thyme. Add flour to the cooking ingredients, reduce, and run through a blender. Stack with dried tomatoes, legumes, and dried fruits, and top with the greens.

Serve Marinated dried tomatoes and lamb shank on a plate, with the sauce you have prepared.



THERE'S SOMEONE IN THE KITCHEN!

CERAMIC BASED POTS, THAT ARE FAST BECOMING INDISPENSABLE IN OUR KITCHENS, ARE RECOGNIZED AS HEALTHY PRODUCTS. THEY APPEAL TO YOUR HEALTH AS WELL AS YOUR EYES. WITH ADDED ACCESSORIES LIKE COLORFUL PITCHERS, LEMON SQUEEZER, SALAD BOWL, EGG CUP, AND LADLE SET, YOU WILL NOT WANT TO LEAVE THE KITCHEN. IF YOU LIKE SPENDING TIME IN THE KITCHEN, CREATING DELICIOUS DISHES, AND PREFER PRODUCTS THAT MAKE YOUR JOB EASIER, THE PRODUCTS WE HAVE CHOSEN ARE JUST THE THING FOR YOU...



Pink and turquoise ceramic pots İnter Mutfak
Purple pan Emsan

White cookware set Essenso
Coral ceramic pot Emsan

(On chair) red pot Essenso
(On chair) pink pot İnter Mutfak

Black cookware set Avşar Emaye
Black rice pot Cenk Metal

White pan Alco Alüminyum
Plastic kitchen accessories Lux Plastik

Granite pot Mehtap



Pasta cooker Cenk Metal



Egg shaped salt shaker
Bager Plastik



Honey jar Okyanus Plastik



Cast iron cookware
Ata Döküm



Salad spinner Bager Plastik



Rice pot Essenso



White printed cookware set
Alco Alüminyum

sty

Lemon squeezer Lux Plastik



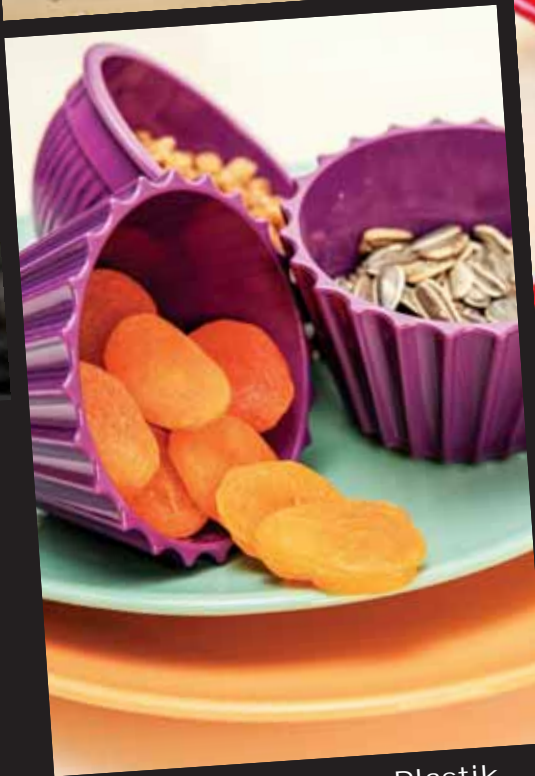
Purple Pan Emsan



Colorful spatula set
Okyanus Plastik



Dipping bowl Bager Plastik



Alumilite porcelain Porland



Black cookware set Avşar Emaye



Apple container Lux Plastik



Colorful cookware set
İnter Mutfak



SİNAN PAKSOY

ASSISTANT GENERAL MANAGER, MEHTAP MUTFAK EŞYALARI A.Ş.



" 14 MEHTAP PRODUCTS ENTER HOMES EACH MINUTE AROUND THE WORLD

"MEHTAP IS A BRAND THAT IS KNOWN FAIRLY WELL IN TURKEY AS WELL AS IN THE INTERNATIONAL ARENA. WE HAVE A 1.8 PERCENT GLOBAL MARKET SHARE. OUR MARKET SHARE IN TURKEY IS AROUND 32 PERCENT. WE LEAD THE SECTOR IN EXPORTS, AND CARRY OUT 18 PERCENT OF THE TOTAL EXPORT IN TURKEY ON OUR OWN. WE EXPORT TO 52 COUNTRIES IN TOTAL, PRIMARILY TO JAPAN, GREAT BRITAIN, RUSSIA, AND ISRAEL AND TO THE MALDIVES, KYRGYZSTAN, THE UKRAINE, ARGENTINA, AND THE U.S.."

www.mehtap.com.tr

ounded in 1960, Mehtap has primarily focused manufacturing Teflon® products since 1996. As of 2005, Mehtap has become one of the world's leading, high quality facilities with its buildings, technological machinery and equipment. It has complemented its ceramic coated products with handles and grips inspired by nature, and finished with natural hues. Sinan Paksoy, Assistant General Manager, Mehtap Mutfak Eşyaları A.Ş., said they ascribe great importance to design and R&D efforts, and answered Turkish Kitchenware's questions.



YOU ARE AMONG THE MOST IMPORTANT BRANDS IN THE SECTOR. HOW DID YOU ACCOMPLISH MEHTAP'S BRAND CREATION PROCESS AND RECOGNITION? WHAT KIND OF INVESTMENTS HAVE YOU MADE TO DATE WITH RESPECT TO BRAND CREATION?

Brand creation and development is not a magical process to be implemented by companies. It is a difficult, time consuming, costly, and risky process. This occurs by achieving the acceptance of the image formed by conveying the right identity and positioning to consumers fully, in a timely manner, and constantly, among consumers, and by transforming this to purchasing. We have managed and continue to manage this process step by step. First of all, we have carried out all activities in a manner that would

maximize customer satisfaction. In order to achieve full customer satisfaction, we have carried out efforts to manufacture reliable, aesthetically pleasing, and optimally priced products that are in conformance with standards

and legal legislations. This has raised our brand awareness and brand loyalty. Of course the job does not end with creating a brand, and establishing its recognition. The necessity of renewing business processes according to the ever changing conditions and trends of the day is an unavoidable fact. In order to always maintain our leading status in the market, and to constantly improve and develop ourselves, we ascribe great importance to R&D efforts. Aside from traditional channels and sponsorships, we invest heavily in social media, since the technology friendly nature of the Y and Millennium Generations. Along these lines, we also actively use the Internet and social media.



HOW DO YOU COLLABORATE WITH LOCAL OR FOREIGN DESIGNERS IN DESIGNING YOUR PRODUCTS?

We formed an in-house design team a few years ago. This team does all our design work. Since design is as high a priority in our country as function, I can say that our team has their hands full.

WHAT ARE YOUR TRENDS AS MEHTAP IN TERMS OF COLOR, DESIGN, AND CONCEPT, PARTICULARLY IN THE METAL UTENSILS INDUSTRY IN 2014?

Some pots and pans are indispensable for some dishes, regardless of the fashion. For instance, burn proof, non-stick pots and pans are used for cooking pilaf. Lately, ceramic coated pots in various colors have entered almost all kitchens. Both the consumer and manufacturer have shifted in this direction. Yet ceramic coated pots can not be used for long. Teflon coated products continue to be staples for women due to their much

longer useful life, and their burn proof, and non-stick qualities. In addition to materials we follow the trends of fashion in colors and patterns. We try to reflect the season's trending colors to our products.



MEHTAP, FROM 1960 TO NOW

Mehtap entered the kitchenware business in the 1960's with aluminum coating. It began manufacturing Teflon coated products for the first time in 1974. Mehtap which has primarily focused on Teflon production since 1996, has become one of the world's leading, high quality facilities with its buildings, technological machinery and equipment as of 2005. Mehtap which prioritizes design and R&D efforts, is among the companies with which DuPont® collaborates in developing Teflon products.

Being DuPont® Teflon's first licensed user in Turkey, Mehtap continues to produce enamel and steel products in addition to Teflon products. Mehtap continues to move ahead at full speed in the electrical household appliances industry, which it entered in 2007. Mehtap, which successfully applies the "Basic Performance Tests" required by the European Union for DuPont® Teflon coating quality on its own products, continues to move ahead with sure steps as one of the leading brands in the sector. Mehtap which distributes its products via seven regional directorates located in various centers around the country, makes significant sales abroad to Europe, America, Central Asia, exporting total.

Technology, design, and production are indispensable elements for us. As you know, we have developed the multi-micron technology that is much more durable than regular coating.

WHAT IS THE PLACE AND WEIGHT OF THE TURKISH METAL UTENSILS INDUSTRY IN THE WORLD? COULD YOU TELL US HOW MUCH OF MEHTAP'S WEIGHT AND PRODUCTION IN THIS INDUSTRY IS SHIPPED LOCALLY AND ABROAD?

Mehtap is a brand that is known fairly well in Turkey as well as in the international arena. We have a 1.8 percent global market share. Our market share in Turkey is around 32 percent. We lead the sector in exports, and carry out 18 percent of the total export in Turkey on our own. We export to 52 countries in total, primarily to Japan, Great Britain, Russia, and Israel and to the Maldives, Kyrgyzstan, the Ukraine, Argentina, and the U.S. Furthermore, 14 Mehtap products enter homes each minute around the world.

HOW ARE THE NEW SEASON'S PRODUCTS CREATED? WHAT IS THE INSPIRATION FOR THE DETAILS AND LINES IN DESIGNS, THE CONCEPTS CREATED?

As we were developing our design concepts in products that will be released in 2014, we have considered new generation materials. For instance we have complemented our ceramic coated products with handles and grips inspired by nature. We have supplemented our designs with natural hues.

AN ENVIRONMENTALLY FRIENDLY PRODUCT FROM MEHTAP

Mehtap, which was the first Turkish brand to manufacture Teflon coated kitchen utensils has offered its ceramic Serenat pots and pans, manufactured with new generation technology to the enjoyment of the consumer. The Serenat series that is quite striking also for its color, enlivens kitchens, making cooking more pleasurable. The Serenat series that has high performance in terms of hygiene, aesthetics, and burn proof, non-stick surfaces, also puts an end to scratching in pots and pans, a frequent problem encountered by women while cooking, thanks to its production employing nanotechnology. The Serenat series that offers multiple functions in terms of ease of use, cleaning, and health, is also environmentally friendly with its low carbon dioxide emission.



SÜREL

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HAŞİM ÇETİN
GENERAL MANAGER
OF ÇETİN PLASTİK

ÇETİN PLASTİK CONTINUES TO INTRODUCE NEW PRODUCTS TO THE INDUSTRY

HAVING STARTED MANUFACTURING AND MARKETING CLEANING TOOLS IN 1988, ÇETİN PLASTİK CARES ABOUT PRODUCT QUALITY AND CUSTOMER SATISFACTION WITH HIGH QUALITY PRODUCTS IT HAS BEEN PRODUCING FOR YEARS. IT HAS ACQUIRED 'DESIGN REGISTRATION AND UTILITY MODEL REGISTRATION' FOR ITS PRODUCTS DEVELOPED THROUGH INTENSIVE MARKET RESEARCH AND R&D WORK, AND REGISTERED ITS FLORA AND FLOSOFT BRANDS NATIONALLY AND INTERNATIONALLY.

We interviewed Haşim Çetin, the General Manager of Çetin Plastik, which produces paper towel dispensers, paper napkin dispensers, cleaning sets, mop apparatus, mops, ice breakers and many other products, for Turkish Kitchenware.

FOR HOW MANY YEARS HAVE YOU BEEN IN THE PLASTICS INDUSTRY? WOULD YOU TELL US BRIEFLY ABOUT THE PROCESS BY WHICH ÇETİN PLASTİK WAS FOUNDED?

As Çetin Plastik which has existed in the plastics industry with cleaning products for 26 years, we have been manufacturing our products that are convenient for users, at our new factory. Our factory set on 11 thousand square meters in Arnavutköy comprises 1500 square meters of social area, and 9 thousand and 500 square meters of manufacturing space. We have invested around 1 million dollars in machinery for our factory, which was implemented with TRY 7 million. Thus we have raised our capacity by 50 percent. We continue to introduce new products to the industry.

HOW MANY PEOPLE DO YOU EMPLOY?

All stages of production at Çetin Plastik takes place under the same roof. The product's R&D, design, moulding, production, marketing and shipment are examples. 160 people are employed at the factory.

WHAT WOULD YOU SAY ABOUT YOUR PRODUCTION PROCESS?

Before developing a new product at Çetin Plastik, the market share is investigated. Then begins the moulding process of the designed product. We produce the moulds ourselves, and producing a mould takes 3-5 months. The final stage is mass production. Moulds are produced in a long time at great cost. This is because we have to make a mould by carving the hardest steel. This is why preliminary product research is so important. Because if the product does not adequately fulfill expectations at the market, a great loss of time and money occurs. During production at Çetin Plastik, products undergo detailed quality control procedures at all stages. The company has been awarded TSEK quality conformance certificates issued for the products by the TSE (The Turkish Standards Institute). The manufacturing stage managed with the ISO 9001:2008 Quality Management System was also certified by Bureau Veritas. Products also pass harmful material tests such as Reach Pass, Cadmium Free, and Skin Contact organized by international monitoring companies.



www.cetinplastik.com
www.flosoft.com.tr

HOW DO YOU CREATE YOUR NEW DESIGNS?

As we are designing the product, we work by asking “would we use it ourselves?” Thus, we consider the smallest detail. It is very important for us that products are ergonomic and convenient.

WHAT DOES YOUR PRODUCT PORTFOLIO CONTAIN?

We have a wide product range from brushes to buckets, cleaning sets to liquid soap and foam dispensers. The company's products are grouped under two brands. Domestic products are offered to the market under the brand of FLORA, while semi-industrial products are offered under the brand of FLOSOFT, and new products are developed constantly.

DO YOU HAVE AN R&D DEPARTMENT?

We care about institutionalization and quality. We obtain design, registration and model certification for new products developed through intensive R&D efforts. We increase product diversity with newly added products. We have added new models to the Balerina Cleaning Set, our most popular product. The Balerina Cleaning set which wrings and dries with a double centrifuge system currently comes in three sizes. We can also speak of bathroom sets among our new products. We are an innovative company and we offer our customers new products all the time. We continue working with great devotion.

WOULD YOU TELL US OF YOUR PRODUCTION OF MICROFIBER CLOTHS?

At Çetin Plastik which produces plastic cleaning tools, the latest trend, microfiber cloth is also produced. Microfiber cloths that clean better than cotton ones come in 13 varieties. Microfiber cloth that is produced solely in South Korea in China have a unique formula. Sadly, products manufactured solely from polyester are offered for sale as microfiber. One should be careful in this matter. Because microfiber cloth gives the best result when it is 80 percent polyester and 20 percent polyamide material. All our products have this



composition and we are quite ambitious about this product group. We have microfiber cloths that have different properties than those offered in the market. For instance, microfiber cloth produced for carbon metal surfaces is highly effective in cleaning grease, and fingerprint stains on these surfaces.

WHAT KIND OF FEEDBACK DO YOU GET FROM THE FAIRS YOU ATTEND?

We take part in all fairs on tableware, and invest in brand awareness. As Çetin Plastik, we have attended significant industry fairs abroad such as Ambiente, Hong Kong, and Canton, for many years. I can say that the feedback is quite good.

DO YOU EXPORT AND WHICH COUNTRIES ARE INCLUDED IN YOUR PROFILE?

As a result of fairs and other publicity efforts, we currently export our products to 41 countries. Among some countries we export to are Germany, Great Britain, Italy, Austria, France, Portugal, Argentina, the Philippines, Greece, Ukraine, and Russia. We export 25 percent of our production. We aim

to raise this figure to 50 percent. We have been in this industry for 26 years. We know the kitchen and cleaning side very well, and are equipped to make comparisons with past years. There is a substantial growth in the industry as compared to older times. For instance two halls were not enough for the plastics industry at the Züchex Fair. The industry which used to be unable to fill a single hall, now can not fit in two. This growth will continue to rise. Plastics is an indispensable material in our day, used in all industries from pens and automobiles. Looking at plastics product wise, if you are to buy a brush, washbasin or bucket, you can not buy these in iron or steel, you must buy them in plastic. Plastics is included in our daily lives, but is subject to misconceptions. Plastics manufactured with original raw material are highly convenient and have a quality that can satisfy everyone.

DO YOU HAVE DEALERSHIPS ABROAD?

Our company actively works with 100 dealers and wholesalers abroad, and 350 dealers and wholesalers in Turkey.



SEDAT TEKİNŞEN
AKYILDIZ KITCHENWARE CO. MEMBER OF BOARD

"OUR FIRST PRIORITY IS
TO CREATE ADDED VALUE
FOR OUR CUSTOMERS"



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

Akyıldız Kitchenware Co. was founded 26 years ago in Kahramanmaraş. Now with our new investments we have 26.000 m2 open area and 10.000 m2 closed area and with new machineries monthly production capacity increased to 500.000 units. We have established R&D and testing laboratory. We minimized to production mistakes with our last technologic test laboratory. 26 years with the knowledge and confidence, both domestic and overseas clients have gained the ability to create our own quality standards for new building, without compromising on quality assurance under Akyıldız Kitchenware, market conditions will affect our country as a stable price policy, employment, product quality and variety of services to our customers by increasing will continue.

HOW ABOUT YOUR VISION AND MISSION AT AKYILDIZ?

At Akyıldız, we all aim to offer products of global quality and standards to ensure customer satisfaction. To this end, our first priority is to create added value for our customers and to meet their expectations uninterruptedly through high quality products. Our objective is to become an indispensable player

in the market by offering innovative products.

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

We believe companies carrying out customer-focused production will always survive.

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

Since we are a customer-focused company, we need to organise our production capacity depending on demand.

DID YOU MAKE NEW INVESTMENTS IN 2013?

In 2013, we focused our investments on renovating and expanding our machinery inventory.

TO WHICH COUNTRIES DO YOU EXPORT YOUR PRODUCTS?

We export our products mainly to Arabian countries.

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

We receive many positive feedbacks from the trade fairs we participate in. To give a percentage of the positive feedbacks we receive, I can say it is 80% at average. We are doing our best to ensure customer satisfaction. Because we believe in the idea "your customers encourage potential customers".

HOW ABOUT YOUR PRODUCT RANGE?

We have nearly 50 different types of products, including saucepans, frying pans, saucepan sets, trays, cake moulds, teapots, and related accessories.

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

No, we do not have dealers abroad. But to us, every company to which we are exporting our products is our dealer.

WHAT ARE YOUR PLANS FOR 2014?

We are planning to grow our customer portfolio, further improve our product quality and expand our product range in 2014.

www.akykitchen.com

"AT OUR NEW PLANT WHERE WE HAVE GAINED THE COMPETENCE TO SET OUR OWN QUALITY STANDARDS THROUGH 26 YEARS OF EXPERIENCE AND SELF-CONFIDENCE, WE WILL CONTINUE TO IMPROVE THE QUALITY AND RANGE OF OUR PRODUCTS AND SERVICES UNDER THE BRAND NAME AKYILDIZ KITCHENWARE CO. WITHOUT COMPROMISING QUALITY."



Stating that the company's biggest goal is to increase the number of its international dealers up to 50 by the end of 2014, Hürsultan Paslanmaz Mutfak Eşyaları San. Tic. AŞ Chairman Mustafa Yazıcı said, "This year, we have launched a solid international branding project, and made some small investment to revise our machinery inventory as part

www.hursultan.com.tr

WE NEED TO ENTER THE GLOBAL MARKET"

MUSTAFA YAZICI
CHAIRMAN, HÜRSULTAN PASLANMAZ
MUTFAK EŞYALARI SAN. TİC. AŞ

"EVERYONE IN THE INDUSTRY IS AWARE NOW THAT THE GLASSWARE SECTOR AND PARTICULARLY THE COOKWARE SECTOR IS THE DRIVING FORCE BEHIND THE KITCHENWARE INDUSTRY. MANY TURKISH BRAND NAMES HAVE STARTED TO TAKE THEIR PLACE IN THE GLOBAL MARKET. WE OFTEN HAPPEN TO SEE MANY TURKISH PRODUCTS IN DIFFERENT COUNTRIES AND THIS SHOWS THAT THE INDUSTRY IS GROWING EVERY PASSING DAY. WE SHOULD NOT LIMIT OURSELVES TO THE DOMESTIC MARKET. WE NEED TO ENTER THE GLOBAL MARKET. WE ARE WELL AWARE OF THAT AND ACCORDINGLY STRENGTHENING OUR EXPORT OPERATIONS."

of our modernisation project." Yazıcı talked to Turkish Kitchenware.

FOR HOW MANY YEARS HAVE YOU BEEN ENGAGED IN THE KITCHENWARE INDUSTRY? COULD YOU PLEASE TELL US A LITTLE ABOUT THE HISTORY OF HÜRSULTAN?

We entered the industry with an aluminium casting workshop in 1977, At the time we had only nine workers. Today, we are a group of companies, having five subsidiaries and more than

500 workers. We had been engaged in aluminium casting for three years. Then in early 1980, in addition to aluminium items, we started to produce dishes, bowls, trays and round trays from stainless steel that were very popular at the time. In 1984, we were the only company to produce stainless steel teapots in Turkey. Hürsultan had its first proper plant (measuring 5000 m²) built in the Beylikdüzü Bakırcılar Organized Industrial Zone in 1991. We started to manufacture stainless-steel saucepans at the plant. Our current

plant (measuring 15.000 m²) was built in Hadımköy in 1998 and it is equipped with latest technology production lines and machinery. Producing stainless-steel saucepans, frying pans, pressure cookers and other kitchen utensils until 2004, our company set up a production line to produce fireproof, non-stick aluminium kitchen utensils, using the press, rolling and casting production methods. Hürsultan pioneered the production of ceramic-coated saucepans and frying pans in Turkey and also introduced silicon and enamel-coated

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

Yes, we have a R&D department, employing four designers and eight moulding and CNC experts. The design process is entirely carried out at the plant and all our products are patented from A to Z.



utensils in a wide range of colours and decors to the market. Today, the products manufactured by Hürsultan are on the shelves of many prestigious retailers under the most prestigious brand names in Turkey and the rest of the world.

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

Turkish producers, including us, have become used to trade fairs in the last 10 years. We now never miss out any international trade fair. Because this is the way we can closely see the level of technological development achieved in foreign markets and make efforts to keep pace with them. In fact, we are not behind them in terms of machinery inventory and product quality. On the other hand, big brands spend huge cash on advertising.

WHERE DO YOU THINK THE INDUSTRY WILL BE IN THE NEXT 10 YEARS?

Everyone in the industry is aware now that the glassware sector and particularly the cookware sector is the driving force behind the kitchenware industry. Many Turkish brand names have started to take their place in the global market. We often happen to see many Turkish products in different countries and this shows that the industry is growing every passing day. We should not limit ourselves to

the domestic market. We need to enter the global market. We are well aware of that and accordingly strengthening our export operations.

HOW ABOUT YOUR PRODUCTION FIGURES AND BUSINESS VOLUME?

With our new plant built at the end of 2013, our production capacity for steel, aluminium and ceramic-coated saucepans has reached 500.000 units per month.

HOW ABOUT THE NEW INVESTMENTS YOU MADE IN 2013?

In 2013, we made the highest investment in our corporate history. We completed the construction of a 40.000 m2 plant in Arnavutköy in addition to our 10.000 m2 plant. The 10.000 m2 portion of the new plant houses a fully automated production unit and dye-works. The whole production process is carried out by electronic robots.

DO YOU EXPORT YOUR PRODUCTS? IF YES, TO WHICH COUNTRIES? AND COULD YOU GIVE US INFORMATION ABOUT YOUR EXPORT FIGURES?

Yes, we export our products. Our company has been ranking among the top ten in the Stars of Export competition for some years now. Last year, we exported products worth over USD 10 million.

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

Our sales group and regional managers participate in international trade fairs. Every passing year, we rent a more spacious booth to exhibit our product range and we receive really positive feedbacks from visitors.

HOW ABOUT YOUR PRODUCT RANGE?

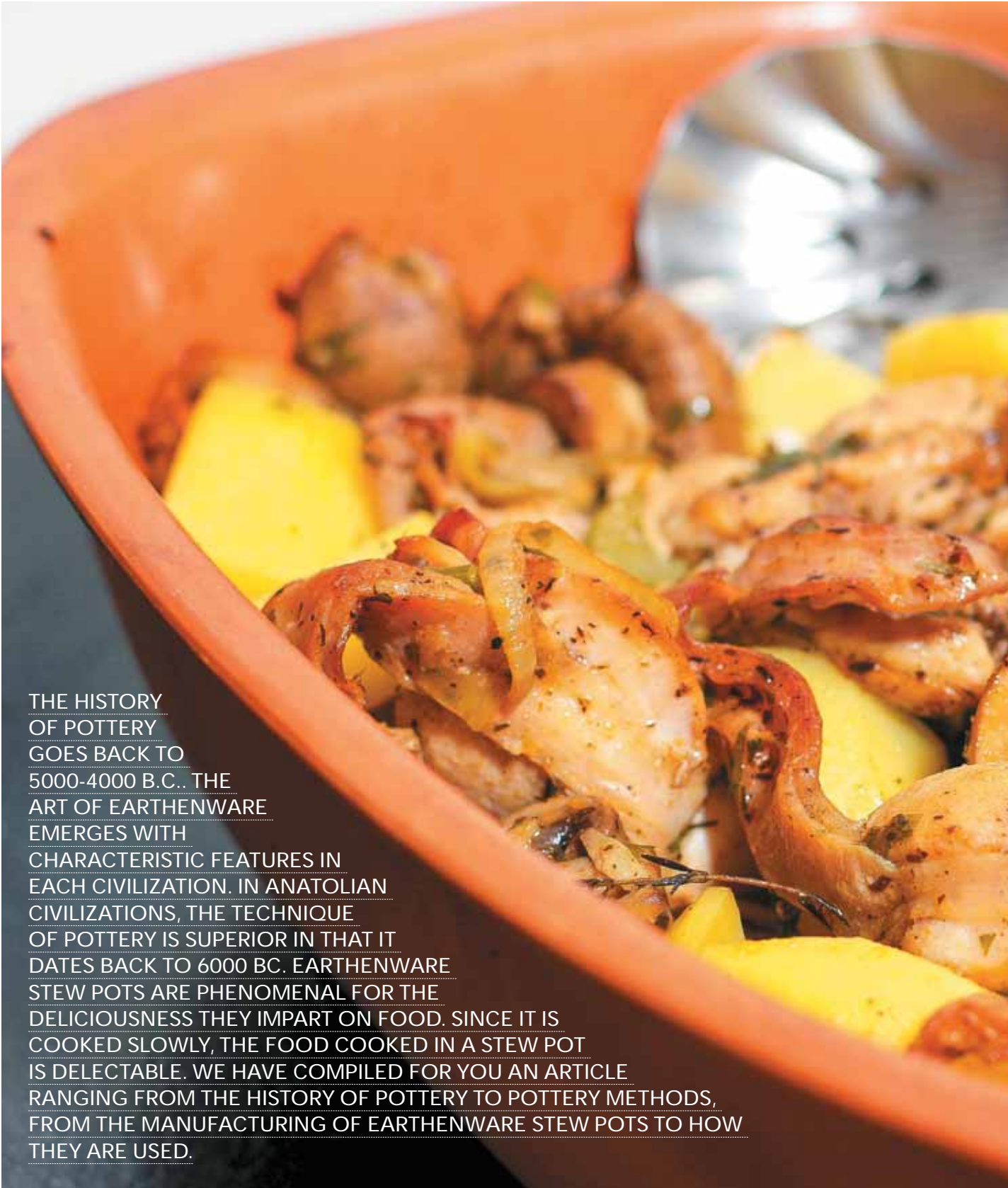
We produce almost every kind product in the cookware category, including pressure cookers, ceramic- and PTFE-coated aluminium saucepans, hot-rolled and cast iron saucepans, all coming in a wide variety of colours and handles of any type.

DO YOU HAVE DEALERS ABROAD?

Currently, we have dealers in 25 countries, selling our branded products. And they have a big share in our exports volume.

WHAT ARE YOUR PLANS FOR 2014?

We have completed the construction of the plants we needed. In 2014, we have launched a solid international branding project, and made some small investment to revise our machinery inventory as part of our modernisation project. Our biggest goal is to increase the number of our international dealers up to 50 by the end of 2014.



THE HISTORY OF POTTERY GOES BACK TO 5000-4000 B.C.. THE ART OF EARTHENWARE EMERGES WITH CHARACTERISTIC FEATURES IN EACH CIVILIZATION. IN ANATOLIAN CIVILIZATIONS, THE TECHNIQUE OF POTTERY IS SUPERIOR IN THAT IT DATES BACK TO 6000 BC. EARTHENWARE STEW POTS ARE PHENOMENAL FOR THE DELICIOUSNESS THEY IMPART ON FOOD. SINCE IT IS COOKED SLOWLY, THE FOOD COOKED IN A STEW POT IS DELECTABLE. WE HAVE COMPILED FOR YOU AN ARTICLE RANGING FROM THE HISTORY OF POTTERY TO POTTERY METHODS, FROM THE MANUFACTURING OF EARTHENWARE STEW POTS TO HOW THEY ARE USED.

FOOD COOKED IN EARTHENWARE IS DELICIOUS

The earthenware pot is made by sedimentary clay manually or on a potter's wheel, by using molds of various dimensions, cooking in the kiln, with or without glazing.

In the past potter's clay was prepared by draining the sedimentary clay from river beds or the muddy section of clay based earth, removing the pebbles from the mud, and pounding the clay with a stone or wooden paddle. Some water was added to the clay rich earth, the loam was compressed in wooden molds or shaped by carving out the middle, and the pots were dried in the sun. Later, they began to be baked on a fire. Pottery kilns began to be built in the 18th century, and tunnel kilns began to be used in the 19th century. Nowadays clay is liquefied in plenty of water, then drained. This slurry is dried to a certain consistency, then shaped by hand. Lately the slurry is shaped by pouring on molds.

Earthenware pots (stew pots), flower pots, water jugs etc. are made. The earthenware stew pot is a cooking pot manufactured from special clay rich earth.

They are not widely used in our kitchen, but in almost every kitchen there lies an earthenware stew pot on the kitchen shelf, waiting to be used. White and red meat, vegetable, legume, seafood dishes, pilafs, soups and even cakes can be cooked in earthenware stew pots. Food cooked in earthenware pots is delicious, and the secret is cooking at low heat. Since cooking in a stew pot requires a lot of time, there is not much change of this in the hassle of daily life.

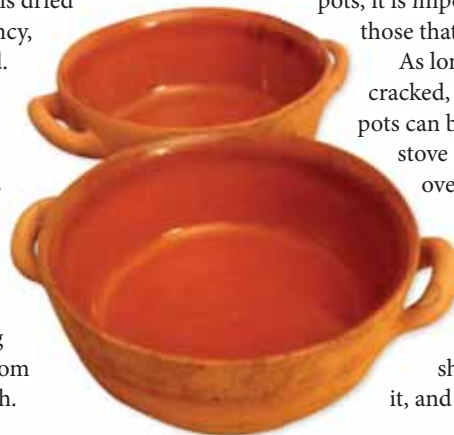
Earthenware stew pots sold on the market come in two types, glazed and unglazed. Earthenware stew pots are glazed to achieve water tightness. That is, the inner surface of the pot is coated with some materials that do not dissolve upon contact with water. These materials can contain a small amount of lead. When buying earthenware stew pots, it is important to choose

those that contain no lead.

As long as they are not cracked, earthenware stew pots can be safely used on a stove range and in the

oven. A newly bought stew pot should be wiped with a dry cloth or sponge before first use. Some

shortening is put in it, and the pot is inserted



THE 'MENEMEN JUG' BECAME A PART OF IDIOMS

Chairman of the Menemen Potters' Association, Ertan Saruhan stated they would initiate the brand registration process for the Menemen jug said, "The initiative to make Menemen, the subject of such idioms as 'being lined up like Menemen jugs' and 'being arranged as Menemen cups' a brand in pottery making, is in progress. We will safeguard it with the geographical indication. We will also apply to have Menemen included in UNESCO's intangible cultural heritage list. We will do all we can to sustain the profession of pottery, that is as old as mankind, alive in Menemen. Pottery making has been practiced in Menemen for 5 generations. Today, 90 percent of large products used for landscaping purposes is produced in Menemen."



THE HISTORY OF POTTERY MAKING

Excavations indicate that the history of earthenware pottery goes back to 5000-4000 B.C.. The art of earthenware emerges with characteristic features in each civilization. Egyptian civilizations around 5000 BC and civilizations in Iran and Philistine around 4000 BC are known to have practiced the art of pottery making. In Anatolian civilizations, the technique of pottery is superior in that it dates back to 6000 BC. Dark glossy ceramics have been found in centers such as Mersin, Çatalhöyük, and Kızılkaya. Earthenware pots from 2300-1900 B.C. appear to be coated with a red or reddish layer, and then decorated with dark, lined patterns, while some are monochromatic and glossy, and adorned with depictions of human faces. During the time of the Hittites, animal figures were observed in addition to geometric patterns. Pots from the time of Göktürks comprised narrow necked and wide necked jugs some of which were adorned with depictions of animals. With the spread of Islam this type of decoration was replaced by stylized figures of birds and deer. During the Ottoman period, coarse pottery items such as water jars, jars, water jugs continued to be made of earthenware.

into a warm oven. The pot is kept in the oven until the shortening melts. The pot is removed from the oven and placed on a trivet. The melted shortening is distributed on the interior surface of the pot with the aid of a brush or cloth, and allowed to soak in. After waiting a few hours, the pot is washed with hot water, and reversed to dry. This procedure is carried out once for pots that have never been used.

Earthenware stew pots are used on stove range at low heat, with their own lid or with a suitable pot lid. Within the oven, they are better used by covering the pot with aluminum foil. The hot pot that has been taken off the range or oven should not be placed on a cold surface. A trivet should always be used to avoid cracking the earthenware stew pot. Food should not be left in the



THE CERAMIC VALLEY POTTER'S VILLAGE PROJECT

Founded in 2013, the Menemen Potters' Association aims to implement the Potter's Village Project in Menemen, to perpetuate the profession of pottery making. Reminding that Menemen has 30 enterprises in the micro and macro scale, Chairman of the Menemen Potters' Association Ertan Saruhan said that they aim to create a design center, production facilities, R&D and innovation facilities, training centers, pottery museum, hobby workshops, recreational facilities, exhibition, conference and convention areas within the scope of the Ceramic Valley Potter's Village project, and stated that they expect the support of the Metropolitan Municipality of İzmir, The İzmir Chamber of Commerce, and particularly of the Ministry of Culture and Tourism.

earthenware pot, and the pot should not be used as food containers.

Currently in Anatolia, earthenware pots are made in many places in Anatolia, where people live. Women in the Sorkun village of the Mihalççık district of Eskişehir, and the Gökeyüp village of the Salihli district of Manisa shape mud using the technique employed in the Neolithic period, making various objects, and cooking their earthenware pots in the oven with the methods used in the same period. One of the reasons why earthenware pottery developed and spread to the whole region is the richness of the environment in terms of the raw material for earthenware pottery, that is pottery clay.

THERE IS GREAT INTEREST IN MENEMEN POTTERY FROM GERMANY AND THE U.S.A.

Potters of Menemen who used to produce 90 of their volume for export until 2008 had set their course for the domestic market due to the credit crunches in Europe, the rising value of foreign currency, and the shrinking of foreign markets. Nowadays, Home Depot which is the largest home improvement chain store in the U.S. with 400 thousand product varieties and 2 thousand and 200 stores, as well as Tedi which has 1350 stores in Germany have contacted the Menemen Potters' Association and expressed their wish to sell Menemen pots in their stores. If the deal is realized, Turkish pottery will come in contact with a wide consumer base in the U.S.A. and Europe.

The Menemen Potters' Association, having applied for brand registration and geographical indication with the



Turkish Patent Institute for pottery and the Menemen pot, has also applied to have masters who have made contributions to the profession to the 'National Inventory of Living Human Treasure' within the scope of the 'National Inventory of Intangible Cultural Heritage' maintained by the Ministry of Culture and Tourism within the scope of the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage. The association which aims to realize the Potters' Village project in Menemen in order to sustain the profession of pottery making continues to negotiate with America's largest home improvement chain Home Depot, and with Tedi which has chain stores in Germany. Planning to draw its strategy plan for the pottery industry and a new roadmap this year, the association aims to transform Menemen into a base of pottery production.

WOMEN OF BENIN LEARNED TO MAKE POTTERY IN MENEMEN

Menemen, one of the major centers of pottery making in Turkey is working to publicize the qualities of Turkish handicrafts abroad. Within the scope of one of these efforts, a 'Training Program for Beninese Potters in Turkey' was organized with a collaboration between the Municipality of Menemen, and the Prime Ministry Turkish Cooperation and Coordination Agency (TİKA), where 8 women from the republic of Benin in Africa were trained in pottery making in Menemen. Within the scope of the training program women learned the machine production technique from pottery masters in Menemen, with the purpose of employing the technique in their own country. The Menemen Municipality gave the Beninese ladies machines as gifts.

CALLIGRAPHY IS A KIND OF VISUAL ART, DEVELOPED BY MEANS OF WRITING SYSTEMS AND WRITING ELEMENTS AND OFTEN USED FOR DECORATIVE PURPOSES. A MODERN DEFINITION OF THIS BRANCH OF ART IS "THE ART OF GIVING FORM TO SIGNS IN A MEANINGFUL, HARMONIOUS AND SKILLFUL WAY".

CALLIGRAPHY, THE ART THAT BEAUTIFIES LETTERING

Calligraphy is the name given to the art of writing beautifully with Arabian letters. Calligrapher is an artist who practices the art of calligraphy, using a pen (or rather a dried straw) with a curved tip. This art developed considerably between the 6th and the 10th centuries and reached its climax of popularity during the Ottoman era.

Calligraphy is a visual kind of art, developed by means of writing systems and writing elements and often used for decorative purposes. A modern definition of this branch of art is "the art of giving form to signs in a meaningful, harmonious and skillful way". In calligraphy, which can most briefly be defined as the art of beautiful writing, letters are combined with different elements and presented in aesthetic forms. Used generally for decorative purposes, it is called "calligraphy" in Greek and "beautiful writing" in Arabian. Both words are the combination of the words of beautiful and writing. In calligraphy, just like in every branch of there is a variety of forms and styles. Different writing styles have emerged from studies carried out by artists. These different types are referred to as "sitte". These types which had been developed through various studies on writing styles during the very beginnings of the art are called "Tevki", "Nesih", "Rika", "Reyhani", "Sülüs" and "Kufi". Of these six types, Kufi has a rectangular form whereas the others use rounded forms.

The fact that Arabian letters can be written in more than one form and lay an incredibly nice foundation for spontaneous writing style has expanded the working field of calligraphers. This flexibility has given them the opportunity to do works, reaching as far as abstract painting. In Islamic history, the most valuable Koran examples were produced by skillful calligraphers that were trained in the Ottoman Empire. And obviously, İstanbul, as the capital city, was home to these masterpieces.

The style and concept developed by Sheikh Hamdullah, the founder of Turkish calligraphy, survived until the 17th century. Ahmet Karahisari,



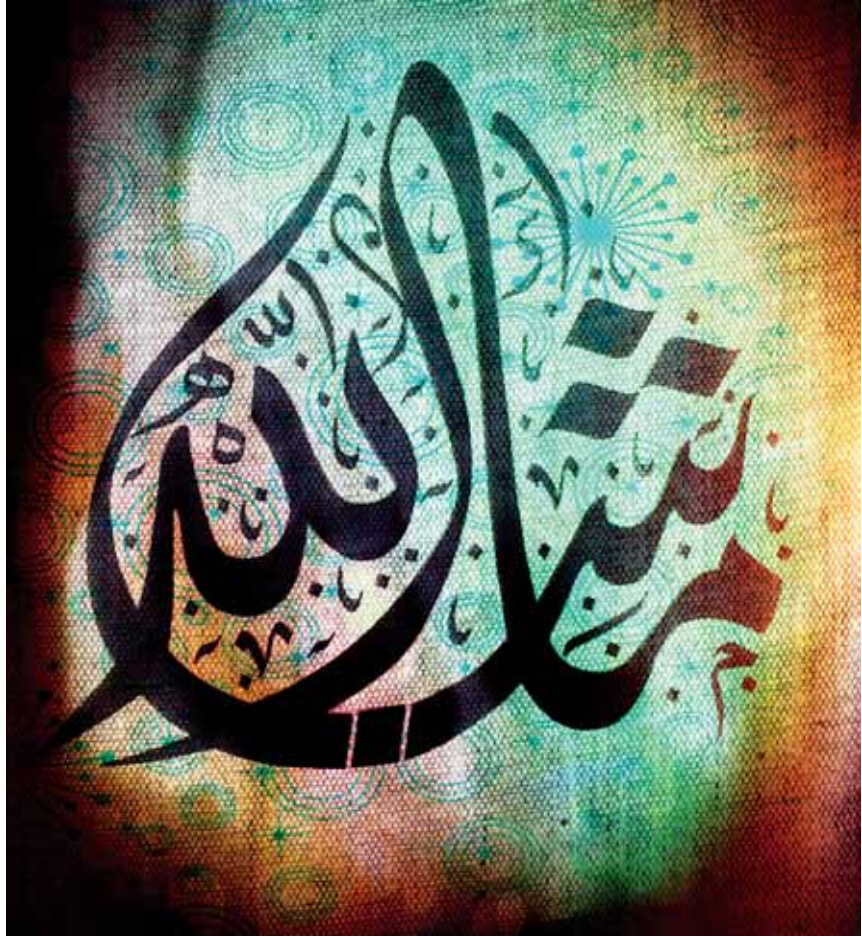
art,

SCRIPT TYPES

- Kufi:** The oldest example of Islamic writing. Early Korans were written in this style. It is made of linear and rectangular forms.
- Sülüs:** Appeared in the 4th year of Hegira. This script includes round and curved lines. It is used in large boards, epigraphs and gravestones.
- Nesih:** Body of nesih script, the most primitive form, is very plain as compared to sülüs and celi. It was used in Korans, hadith books, Koran explanations and divans.
- Muhakkak:** It is the form in which horizontal parts of sülüs letters are enlarged.
- Rika:** It is the unserrated, round and curved type of Nesih. Ratifications were written in this style.
- Tevki:** Reduced version of sülüs. Used to write official documents.
- Ta'lik:** This script consisting of round letters was developed in Iran.

MATERIALS AND OPERATIONS

In calligraphy, pen is the principal tool for writing; but reed pens are used more than pen. The tip of the reed pen is cut with a certain angle by chopping using a special knife like pencil sharpener depending on the thickness of the script to be made. The ink for calligraphy is also custom-made. Obtained by mixing soot and Arabian glue, the ink allows for writing fluently and can be easily corrected in case of mistakes. Special papers are used for calligraphy. A substance called sizing is applied on the paper surface so that ink is not dispersed and pencil goes fluently and then burnisher is applied to make the surface smooth and to prevent any possible cracks. In this process, bug burnisher made of sea bug shell, glass burnisher in the form of goose egg or burnisher made of flintstone is used. There is also a zer burnisher. Made of hard onyx, this burnisher is used for polishing gilt and gold. The ink to be used for writing is kept in an inkpot. Inkpots can be made of glass, baked earth, metal, various trees. The bottom of inkpot is covered with a pinch of raw silk called lika so that the pencil tip will not hit the bottom of the inkpot and get damaged.



a contemporary of Sheikh Hamdullah, who crafted the scripts of Süleymaniye Mosque and prepared the large size Koran written for Hırka-i Saadet with an immense artistic value, is considered one of the greatest calligraphers. This work is exhibited at the Topkapı Palace Museum. Hafız Osman (1642-98) gave Arabic letters their most aesthetically mature form.

Almost all of the calligraphers who were trained afterwards were followers of Hafız Osman. He trained many students. All the renowned calligraphers of the time received courses from him. Sultan Ahmet III and Sultan Mustafa II were among his students as well. Hafız Osman gained extensive fame in the Islamic world with his Korans that were

duplicated using lithography. His successor Mustafa Rakım who was the producer of sultans' seals was another great calligrapher. At that time, a composition called tughra in the form of a crest was created for each sultan and placed at the top of all imperial orders and valuable papers. Mahmud Celaleddin, Yesari Mehmed İzzet's son Yesarizade Mustafa İzzet, Kazasker Mustafa İzzet who wrote the signs in Hagia Sophia Mosque, his student Mr Şefik and his successor Mr Sami are also among important calligraphers.

The bright era of Turkish calligraphy lasted until the 20th century. It lost popularity as an art in 1928 when Arabian alphabet was replaced with Latin alphabet. The smallest example of calligraphy is called "hürde" (literally, small). There are very few works done using hürde. After all, it is very difficult to write using very tiny letters.





İMMİB PARTICIPATED IN AMBIENTE FOR 19TH TIME

İMMİB took pride in participating the international trade fair Ambiente, which was held between 7 and 11 February 2014, for the 19th time together with 70 participants at Halls 3.0, 5.0 and 10.1. The Turkish national participants that showcased a wide variety of high quality domestic products and souvenirs made of various materials from metal to plastic and offered at competitive prices to attract visitors.

The promotional activities and events carried out by İMMİB at the trade fair aroused much interest among visitors. İMMİB distributed industry-related

complementary leaflets and copies of the Turkish Kitchenware magazine to visitors at its Info Booth. İMMİB also offered complementary copies of a catalogue in CD format, containing contact information of many Turkish companies. The advertisements made by İMMİB through various media channels at the trade fair and also posted on the shuttle buses serving the trade fair to promote the participation of Turkish companies produced very positive results in terms of improving awareness about İMMİB and the Turkish participants. 48 other Turkish companies that participated in the trade fair independently helped Turkey rank

among the top 10 countries in terms of number of participants at Ambiente.

MORE THAN 144,000 VISITORS AT THE EVENT OF THE YEAR FOR THE CONSUMER-GOODS SECTOR

The most successful Ambiente for more than a decade closed its doors in Frankfurt am Main with a 3,5 percent increase in the number of visitors. Altogether, 144,000 buyers from 161 countries attended the world's leading trade fair for the consumer-goods sector (2013: 139,367 from 143 countries).



Ambiente was also in top form on the exhibitor side: for five days, 4,724 exhibitors from 89 countries (2013: 4,714 exhibitors from 81 countries) presented trends and innovations for the coming business season and, with 329,300 square metres of exhibition space occupied the same area as last year. Ambiente has never been so international and important for the sector as today. More than half of the trade visitors at Ambiente 2014 came from outside Germany. The top 10 visitor nations after Germany are Italy, France, the Netherlands, the USA, Great Britain, Switzerland, Spain, China, Turkey and Russia.

TURKEY FOCUSES ON INNOVATION

THE TURKISH INNOVATION WEEK, ORGANISED BY TİM, WAS HELD AT THE ISTANBUL CONGRESS CENTRE BETWEEN 28 AND 30 NOVEMBER 2013. THE THREE-DAY EVENT ATTRACTED 26.000 VISITORS, INCLUDING STUDENTS, BUSINESS PEOPLE, ACADEMICS AND COMPANY EXECUTIVES.

The Turkish Innovation Week, organized by the Turkish Exporters Assembly (TİM), brought together tens of thousands of people, including students, business people, academics, company executives, R&D professionals and scientists. Holding the second edition of the event at the Istanbul Congress Centre between 28 and 30 November 2013, TİM has put the concept of innovation on top of Turkey's agenda once again.

The three-day event, held with the motto "The Future is in Istanbul", attracted more than 26.000 visitors. During the event, which focused on Turkey's future, some internationally renowned professionals and academics made speeches and presentations at various conferences and panel discussions, addressing many different subject areas, including nanotechnology, brand management, innovation, design, urban life, energy, R&D, medicine, digital marketing, etc. At the event, more than 500 award-winning projects were exhibited and new projects selected from 168 universities were presented in a group exhibition.

Among the participants were 54 R&D centers, 16 techno-parks, 8 scientific centres and 53 universities. At the event, "Innovation Awards" were presented by Turkish Prime Minister Recep Tayyip Erdoğan to Arçelik, Brisa, TEB, THY, Turkcell, Boydak Holding and ASELSAN, which are among the largest companies in Turkey, in recognition of their innovative products and solutions.





As part of the Turkish Household Goods and Kitchenware UR-GE Project, launched by the Istanbul Ferrous and Non-Ferrous Metals Exporters' Association (İDDMİB), we paid a preliminary study visit to Indonesia, Malaysia and Singapore, identified as the Far Eastern markets with the highest business potential. Among those participated in the visit were Metin Çobanhoğlu, the Kitchenware UR-GE Project Consultant, and Hakan Gani Dönmez, owner of 3d Dekoratif Eşya Sanayi.

The said three markets, as alternative potential markets particularly for Turkish companies producing and supplying melamine, plastic, glass and metal kitchenware, also offer new business opportunities for HORECA products. If made,

successful business contracts in these markets that are important to Turkish companies in terms of their closeness to Far East will encourage other industrial companies to contact potential buyers in these markets.

İDDMİB will continue organising visits to other international markets in 2014 in an effort to help the Turkish household goods and kitchenware industry expand their exports and build more business relations. Organised a study visit to South Africa and Ghana between 23 February and 1 March 2014 with the participation of 14 local companies, İDDMİB is planning visits to Indonesia, Malaysia and Singapore in May 2014 and to Australia and New Zealand in August 2014.

İMMİB PACKAGING DESIGN COMPETITION

A Packaging Design Competition will be organised jointly by İKMİB and İDDMİB for the first time in the categories of Students and Professionals and it is open to designers who received design training individually or as a group. The deadline for submission of applications is 16 May 2014 and the award ceremony for the competition will be held on 24 June 2014.

Applications are now accepted for the "Packaging Design Competition" which will be organised under the coordination of the Istanbul Chemicals and Chemical Products Exporters' Association (İKMİB) and jointly with the Istanbul Ferrous and Non-Ferrous Metals Exporters' Association for the purposes of encouraging the design of high value added packaging products of plastic and metal, spreading and encouraging design activities and improving the industry's competitive strength for exports. The Competition, developed specifically for the plastic and metal packaging industry, is intended encourage unique and innovative designs with aesthetic, logistic, ergonomic and

economic approaches to packaging.

Candidate projects submitted will be evaluated by a jury of internationally renowned local and foreign designers, industrial designers, professional experts and senior executives of companies that have become a brand in Turkey or in the rest of the world. The award ceremony for the Competition will be held on 24 June 2014. A prototype of each award-winning project will be produced and exhibited to industrialists at industrial trade fairs in an effort to introduce creative and gifted designers and students to the industry.

A prize of 15.000 TRY will be awarded to the first place winner in the Professional Category of the Competition, 10.000 TRY to the second place winner and 7.000 TRY to the third place winner. The Honourable Mention prize in the Professional Category is 4.000 TRY. As to the Students Category, a prize of 7.000 TRY will be awarded to the first place winner, 5.000 TRY to the second place winner, and 3.000 TRY to the third place winner.

KITCHENWARE ●

PLASTICWARE ●

ELECTRICAL ●

INDUSTRIAL ●

TABLEWARE ●

GIFTWARE ●

HOUSEWARE ●

CONTACT FILE

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