

# turkish kitchen ware

AUTUMN - WINTER 2013 ISSUE 13 A COMPLIMENTARY COPY FROM IMMIB

## Design & Designer

Kunter  
Şekercioğlu

## Hot Trends

22 products in  
4 categories

## Style

Heroes Of Fruits  
& Vegetables

## CUISINE ART:

TURKISH CUISINE

AMBASSADOR:

MUSA DAGDEVİREN

In This Issue  
107 Products

+367

ADDRESSES



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

**G**reetings to our members from the 13th issue of Turkish Kitchenware and the 24th Zuchex International Housewares, Gift & Lifestyle Fair which has been Turkey's pride for 24 years.

As you all know, our sector's target for 2023 is to reach 25 billion dollars in exports! Every passing day, our confidence to achieve this target gets stronger; because, we target peculiar countries and make unexpected moves. In other words, it is not enough for us to be "the 7th largest exporter of kitchenware products" and we aim for higher.

For this purpose, we are visiting everywhere: Sub-Saharan Africa, Brazil, Uruguay, Chile, Japan, South Korea, Australia, New Zealand... The thing that we are most proud of these visits with delegations is to see people who know about Turkish kitchenware products, who use them, and who trust these products made in Turkey. We actually continue to endeavor for the success of our exports and the future of our country by strengthening this trust.

The things you will read in the current issue of Turkish Kitchenware show us that we are on the right path. Kunter Şekercioğlu who is one of the design geniuses is our guest for Design and Designer pages. Musa Dağdeviren who assumed the role of protecting Turkish cuisine with his three restaurants, a publishing house, a magazine, and a foundation will make striking statements at Cusine Art pages. The rest of the magazine contains the leading companies of this sector with their products targeting industrial kitchens, the products of companies who manufacture plastic, metal and electric home and kitchen appliances, and interviews made with company owners.

We hopefully meet you in another fair or at the 14th issue of Turkish Kitchenware.

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# The masters of tea

There is nothing better than starting the day with a smell of tea. These makers are just the job to enjoy tea, the indispensable taste of the Turkish tradition.

TEA HAS A HISTORY OF 100 YEARS IN TURKEY, HOWEVER IT IS DRUNK IN EVERY HOME AND IT IS THE FAVORITE HOT BEVERAGE OF THE COUNTRY! IN TIME, EVEN A TERMINOLOGY OF TEA HAS BEEN CREATED. FOR EXAMPLE, "RABBIT'S BLOOD TEA" MEANS THE TEA IS ABUNDANT. "PASHA TEA" MEANS A LUKEWARM TEA. "BOILING UP LIKE A TEA URN" MEANS JUST WHINING WITHOUT DOING ANYTHING. THIS IS THE REASON WHY TURKISH COMPANIES PRODUCE SUCH QUALITY TEA MAKERS – THEY WISH TO BE WORTHY OF THIS LOVE OF TEA.



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## 1 Especially for the tea-lovers

Arçelik Lal prepares to win the hearts of tea lovers. The glass body allows the watching of the water level and its 1800 Watt construction boils the water quickly. The double heating system allows energy-saving and it makes life easier with its double lighting system showing the heat level and the cable-free practical use. *Arçelik, [www.arcelik.com.tr](http://www.arcelik.com.tr)*

## 2 Wake up; tea is ready!

Arzum's 7/24 Automatic Tea Robot is a perfect choice to say "hello" to the breaking day. On the front there's an LCD screen to let you know the water's temperature and its boiling state. This tea maker's safety system warns when the device is running out of water. The product also offers wireless use. *Arzum, [www.arzum.com.tr](http://www.arzum.com.tr)*



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## 3 Red Dot Awarded joy of tea

Think of a design competition and amongst thousands of design projects a special one gets the first place! It is Homend's Royal Tea 1701! With its creative and innovative design, Royal Tea is still one of the most privileged products of Homend for those who like tea. Royal Tea can also sterilizes the water. *Homend, [www.homend.com.tr](http://www.homend.com.tr)*

## 4 Both functional and fast

Blue House's Nazende tea maker is a 2250 watts pot-kettle set. It aims to facilitate the life of the user and there's nothing forgotten: Auto turn-off, indicator light, easy to clean heating element, 360 degree swivel cord, lid lock, buttons for heating and keeping warm, stainless steel kettle, water level indicator etc. *Bluehouse, [www.blue-house.com.tr](http://www.blue-house.com.tr)*



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## 5 Have a joyful tea time

Korkmaz TekÇay as having a taste-oriented technology, provides the right temperature to brew tea. TekÇay makes tea with 95 ° C water temperature and herbal tea with 80 ° C water temperature in order to enjoy interrupted tea times. Its design is enriched with colors of white, green, blue, yellow, black and red. *Korkmaz, [www.korkmaz.com.tr](http://www.korkmaz.com.tr)*



# Little Cellars in the Kitchen

Safety is the most important when it comes to food. These storage boxes deserve this “trust” thanks to their being air-tight, keeping the food fresh for a long time and the healthy material they are made of.

ONE OF THE SIGNIFICANT FEATURES THAT MAKES HUMANS DIFFERENT FROM OTHER LIVING BEINGS IS “THINKING OF FUTURE”. THIS FUTURE MIGHT BE YEARS TO COME, OR THE COMING TWO DAYS. THIS IS THE REASON WHY WE TEND TO MAKE MORE, STORE AND SAVE FOOD: THE SAFETY OF HAVING SOMETHING TO READY TO COOK WHEN WE NEED IT...

## 1 Store safely

A storage box without any unhealthy substances is ideal for legumes such as rice and lentils. They have proven to be safe for health and quality by Bureau Veritas and Chelab test reports, and they are also exported to European countries.

*Lux Plastic, [www.luxplastic.com](http://www.luxplastic.com)*

## 2 Your food is under control with nano technology

This storage box produced by Akyüz Plastik keep the food fresh even for longer thanks to its nano technology. The silicon bands placed on the lid make the box air-tight which keeps the food safely. The transparency of them make it easy to check the food. *Akyüz Plastik, [www.akyuz.com.tr](http://www.akyuz.com.tr)*

## 3 Three sizes and three lid colors

The storage box made by Bora Plastik keeps every kind of food like legume, sugar and tea safe and fresh. Thanks to its air-tight lid, the food is kept fresh for a long time. The storage box does not include any additives and is produced from suitable material. *Bora Plastik, [www.boraplastik.com.tr](http://www.boraplastik.com.tr)*

## 4 Transparent, elegant and functional

The storage boxes produced by Akay Plastik keep the food safe with their cylinder shapes and no-leakage systems. Its lock mechanism also prevents any air leakage both from inside and outside. The different size options serve different choices of use. These boxes do not include any harmful allergens.

*Akay Plastik, [www.akayplastik.com.tr](http://www.akayplastik.com.tr)*

## 5 Microwave-safe

The most significant feature of the storage box made by Üçsan Plastik is that the lids have an air exit unit. This means you can use the box in microwave (after opening the air exit unit by hand) without having to take the lid off! The date indicator on the lid is to follow the expiration time of the food. They are also dishwasher-safe. *Üçsan Plastik, [www.ucsan.com.tr](http://www.ucsan.com.tr)*





## Helper in the kitchen, twinkles on the table

Cutlery are among the glimmering musts for kitchens and tables. Your kitchen deserves some of these!

### 1 A natural breeze on your table

Another product renowned for quality is the Kardelen series produced by Bayraktar Mutfak. The 89-piece cutlery set impresses with its elegant details. The 18/10 stainless steel set appeals to different tastes with its 2,5 mm thickness and five different patterns. The set comes separately in dozens and is offered in a chest if desired.

Bayraktar, [www.bayraktarmutfak.com](http://www.bayraktarmutfak.com)

### 2 Golden glimmer on the tables

The new products of Hisar, Florida Golden Satin Cutlery Set makes dreams come true. For those who want to have a rich table, the set of 89 pieces offers quality and aesthetics together. Florida, the new member of Goldenline, is designed specially for daring and open-minded tables. The cutlery set stand out with a unique form and the golden satin décor adds elegance to tables while making you feel privileged.

Hisar, [www.hisar.com.tr](http://www.hisar.com.tr)

### 3 Ottoman breeze on the tables by Ar Yıldız

The cutlery designed by Ar Yıldız carries the traces of the Ottoman culture and brings the golden glimmer on your table. The engravings are designed to fit the geometry and the ergonomics of each piece and the products bedazzle by its elegance. This cutlery set by Ar Yıldız is not only daring due to its artsy design, but also its technical design. The set has been made of stainless steel and the edges of the knives are hardened by special methods that keep them sharp for a longer period. The special methods used to polish the product makes it shine for a long time, therefore the glimmer of it is never missing from the tables.

Ar Yıldız, [www.aryildiz.com](http://www.aryildiz.com)

IN CUTLERY, IT IS WITHOUT DOUBT THAT KNIFE IS THE OLDEST. THIS SHARP TOOL IS READY IN OUR HANDS OR IN OUR POCKETS TO HUNT, CUT, PEEL AND EVEN EAT. SPOON HAS BEEN AROUND SINCE THE PALEOLITHIC ERA. THE NEWEST INVENTION IS FORK AND IT HAS BEEN IN OUR HANDS SINCE ANCIENT GREECE. TODAY THE CUTLERY REMINDS US OF JEWELLERY!

### 4 The greatest helper of cake-lovers

Making a cake takes skills but the most important is the presentation. It may be the best to guarantee all the labor put in it and to choose Emsan's 3-piece Reyhan Cake Set. This non-stick set enables you to transfer the cake from the cake set to the plate without spoiling its decoration. Therefore delicious cakes can be served in one carefully kept piece. Reyhan Cake Set consist of cake knife, serving tong, serving spatula and they are all dishwasher safe.

Emsan, [www.emsan.com.tr](http://www.emsan.com.tr)

### 5 Royal on the table, practical in use

The 89-piece (90 pieces with the chest) Lines cutlery set is produced from 18/10 stainless steel and is for 12 people. Lines brings royalty to tables with its unique patterns and it has 12 spoons, forks, knives, dessert spoons, dessert forks, fruit knives and tea spoons with a 5-piece serving set. The set is the choice of the couples to be married and those who want to renew their kitchenware.

Yonca Metal, [www.yoncametal.com](http://www.yoncametal.com)



# The new name of health and delight in the kitchen: **Ceramic coated pots and pans**

The ceramic based pots are the latest favorite of kitchens as they are extra durable against scratches and they allow healthy cooking with less oil.

BURNT POTS DUE TO THEIR FAST TRANSFER OF HEAT, PANS THAT ARE HIGHLY STICKABLE EVEN ON LOW HEAT... AS A SOLUTION FOR THAT PROBLEM, FIRST CAME TEFLON AND NOW CERAMIC COATINGS. THIS IS A "WHITE REVOLUTION" IN THE KITCHENS AND TEFLON IS ALREADY IN THE HISTORY BOOKS!

## 1 Extra durable for dints and scratches

Natura Plus Set brings the taste of the casted pot dishes and combines it with the healthy conditions of ceramic products suitable for every cooking environment. Natura Plus pots and pans are extra durable for dints and scratches due to its strong ceramic features and won't need a lot of oil for healthy and delicious food. *Korkmaz, www.korkmaz.com.tr*

## 2 Colorful kitchens with 'Serenat'

Your cooking days are about to be much easier with Mehtap's Serenat ceramics produced with new generation technology. Add color to your kitchen with pink, red and black kitchenware while simply cooking for your loved ones with nonflammable, nonstick products. Scratches and lines on your pans and pots will leave your life forever with Eco Friendly Coating technology. *Mehtap, www.mehtap.com.tr*

## 3 Cooking is a new delight

Cooking with Avşar Emaye's new set is a delightful experience. With its colorful exterior, enamel outer surface and heat sensitive aluminum coated inner base your food will taste more fresh. The set is very easy to clean with its KFCC coated ceramics, and pyrex glass lids. *Avşar Enamel, www.avsar.com*

## 4 Enamel and ceramic united

Cem Bialetti's new Karanfil set is made with 100 percent aluminum with "Ceramic OK" internal coating. Keeping your food's natural taste and freshness Karanfil will help you quickly cook without worry with its non-chemical, healthy nano-ceramic technology. Your pots and pans will look brand new thank to enamel outer coating. *Cem Bialetti, www.cembialetti.com*

## 5 Elegance, practicality from Cenk Metal's Gusto set

Special aluminum alloy body, two layers of Weillburger Greblon CK2 ceramic coating and Weillburger Greblon D2 heat resistant silicon coating on the outer surface are used for the new Zest Gusto Ceramic Set. New Zest Gusto will bring elegance to your kitchen. *Cenk Metal, www.cenkmatal.com*





Even one coffee pot he designed  
inspired many companies!

## **KUNTER ŞEKERCİOĞLU**

HIS DESIGNS ARE NOT FOR EVERYBODY; BECAUSE LIKING KUNTER ŞEKERCİOĞLU'S DESIGNS MAY NOT BE ENOUGH FOR USING THEM. WHILE SOME PEOPLE ARE ABLE TO USE THESE TASTEFUL DESIGNS IN THEIR DAILY LIFE, OTHERS PREFER TO DISPLAY THEM AS PIECE OF ART.





**B**ecause, whether it is granted an award or not, it is very hard to find a design which is not “deserving” an award, among Şekercioğlu’s designs. This can be a coffee cup, a pot, or even a toothbrush; but, all of them have something “special” about them. Therefore, we wanted to know better the person who materializes many “special” designs with Kilit Taşı Design firm, of which he is a partner, and we asked our questions.

**First of all, we’d like to know you more: Who is Kunter Şekercioğlu, what is his education, and how long has he been making designs?**

I graduated from METU Department of Industrial Design. I have been offering consulting service about product design, design management, and strategy for companies from different sectors for 20 years.

**Where do you get your inspiration for your designs? This question is especially for products that are going to be used in kitchens...**

Trends that are general or special to the sector we work, user preferences, production skills of manufacturer, cultural habits, historical progress of a product or the way it is being used, and the materials it is made of are very important factors. The marketing strategy of a company for a specific design or collection which it will announce is a very important factor since the beginning and it is very important when finalizing the instruction book of a product to be designed. Design project for each collection or product differs from each other.

**You design kitchen specific products for several companies...**

Arzum, Aksu, Pirge, and Zula are among the companies that we design kitchen products. We also have ongoing design efforts with a German porcelain manufacturing company.

**Electric Turkish coffee pot you designed for Arzum and Dervish coffee cup you designed for Zula received Design Turkey award. What would you like to say about your success?**

The pot we designed for Arzum in 2005 is a design that enabled a new chapter in product segmentation in this sector. Many companies were obliged to include electric Turkish coffee pot into their portfolio during the period following the release of this design. The pot design received Design Turkey 2008 Good Design award and there were exact copies of this pot abroad.

Dervish is our porcelain coffee cup design that we made for Zula. Dervish has an innovative side because of its double wall design which pushes the limits of manufacturing. Double wall allows you to grip the cup without a handle. At the same time, you sip your coffee by holding it in an embracing and warm way. And the cup’s smooth and integrated form once it was placed on the nesting spot of its



**My motto**

“I believe in the inseparability of aesthetics and functionality, but I also value cultural habits, craftsmanship, history, and the details of daily life as triggering factors for my designs. In my opinion, quality in design is defined by distinction, innovation, enjoyment, practicality, and affordability. In order to achieve this, I participate actively in every stage of the process, from the initial sketches to the production launch.”

plate decreases the risk of spilling. The flowing form of its plate makes it easy to carry. Dervish is a very powerful design with its historical and cultural references in addition to its unique form and functionalities it provides to users. Dervish received Design Turkey 2010 Superior Design Award and Label Observateur du Design 2011.

**What is your opinion about Design Turkey?**

Design Turkey is an award system that increases design competition within the industry, raises awareness of design among consumers, and honors the best based on the evaluation criteria. Design Turkey is organized every two years and accepts applications for product design for different categories. It requires that the product should be already manufactured and offered for sale. Later on, an international jury gives Good and Superior Design awards to these applications by considering different evaluation criteria. Design Turkey is the most prestigious design award in Turkey. To apply, or even to be preselected for the exhibition is an expression of design oriented approach of the companies that apply for this award.

**Do you think that you have other designs that deserve an award or attention? And what are the distinguished features of these designs?**

Pure Line Knife that we designed for Pirge. It has a very innovative base that is protected by a patent. It can be put on the kitchen counter or it can be attached to the wall because of its patented system.

**While designing your products, is there any material that you prefer or think that it has many advantages for materializing a product?**

The design process starts with a “design instruction book” which is very important from designers’ perspective. This instruction book contains general information about the product that is expected to be designed as well as the limitations about materials used. If there is any situation indicated in the instruction book, industry specific necessities, production skills of the company, and procurement period of the materials will have precedence by focusing on the materials to be used. A material doesn’t provide an advantage for materializing of a product. Every design process has its own specific thing. A good designer finalizes his design in such a way that he will be able to materialize it according to the materials used and manufacturing methods suitable to that material.

**What do you think about awards from the perspective of a designer and design business? Could you please tell us the awards you received until now?**

Companies are motivated to materialize value added products by working together with a designer (or a design firm) according to their design strategies. While commercial success is still an important result expected from this process, important design awards given by national or international juries are another way of honoring the whole team that put a lot of effort into that project. Award systems strengthen the marketing strategy that will support the commercial success. Our designs designed within the body of Kilit Taşı

Design received the following awards: Reddot Design Award Product Design 2013, Designpreis Deutschland Nominee 2011, Label Observateur du Design 11, Good Design 2009, DesignTurkey 2010 Superior Design Tasarım, DesignTurkey 2010 Good Design, DesignTurkey 2008 Good Design, and FEIBP Innovation Award.

**All of your designs are probably your “baby”; but, do you have a work that has a special place in your heart?**

My first manufactured design Srikss 99 table pen has a special place in my heart. It is a product that is still being manufactured and sold since 1998. As you would see, designing a product which is still in demand since its first release in very competitive and fast changing markets is an important success indicator for me as well.

**Could you please tell us your future goals and expectations?**

Ministry of Economy of Turkish Republic indicated the year 2023 as its target for reaching 500 billion dollars in exports. It emphasizes the necessity of manufacturing value added products by using design oriented approach to reach this target. I believe that design and investment needed to quickly reach this target intersect each other. Furthermore, soon, we will see the days when supply and demand flow is more regular. I believe that there will be increased and perpetual different incentives to make Turkish businessman and Turkish designer competitive internationally and to materialize products that have better economic return. In addition to Turkish designs and designers, manufacturing companies that invest in design process stand out in these international design awards. This will increasingly continue. Fortunately, we also put a lot of effort both personally and as Kilit Taşı Design Team for creating an advantage from the coalition by establishing new collaborations that will support the increase in exports.



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### 1. Pirge Pure Line:

"Pure Line is a designer knife set consisting of six knives with different functional characteristics, presented in a wooden base. The knives have two handle sizes, with six separate blade forms designed for meat, bread, fish (filet), general use (chef), slicing (utility) and peeling. With its patented system, base can be attached on the kitchen wall for efficient use."

### 2. Zula Dervish

"Yemeni Sufi dervishes are the first people who prepared coffee as a hot drink. This coffee cup gets its form with an influence from "order of the Whirling Dervishes" which is famous for its Sufi dance known as the "Sama Ceremony". I have tried to use this strong and emotional authenticity as a medium for this coffee cup proposal. And I think that's why the anonymous saying, ""One's soul needs neither coffee nor cafe; one's soul needs sincere conversation, coffee is just an excuse..." indicates the real explanation of coffee culture!"

*Label Observateur du Design11 and Design Turkey 2010 Superior Design Award*



### 3. Arzum Cezve (Turkish Coffee Pot)

"The Turkish coffee pot, as a household item, has a strong historical identity reaching beyond centuries. It always was, and still is, an important and inseparable part of daily life in Turkey. "Cezve" was designed as a cordless electrical coffee pot in stainless steel without disregarding the aforementioned cultural values, and comes with its spoon, which is designed in parallel with that same historical identity."

*Arzum Cezve Türk Kahvesi Robotu, Design Turkey 2008 Good Design Award.*

### 4. Aksu Sisfish:

"Odorless and smokeless grill Sisfish easily attracts attention among the other products of this category with its visual unity, inner capacity, heatproof handles, and thermostat supporting heat efficiency. With its integrity, Sisfish is a well-designed product that explains and describes itself to the user."

### 5. Scrikss - Scrikss 99

"Scrikss 99 that I designed in 1998 is an ergonomic ceramic roller table pen which is a modernized interpretation of inkpot and quill."

A warrior who fights for  
Anatolian food and Anatolian  
Cuisine Culture:

# MUŞA DAĞDEVİREN

WITH HIS THREE RESTAURANTS, ONE ORGANIC PRODUCTION FACILITY AND FOUNDATION, ANATOLIAN  
CUISINE CULTURE AND ANATOLIAN FOODS THAT ARE ABOUT TO EXTINCT  
ARE UNDER MUSA DAĞDEVİREN'S WINGS AND SAFE!







**M**usa Dağdeviren is a stubborn and faithful cuisine culture ambassador. Dağdeviren maintains Anatolian cuisine culture where it deserves to be with the help of his three Çiya restaurants that he operates in Kadıköy, İstanbul and he puts a lot of effort to make all the research he made to be permanent. “Çiya Publications” he established for this purpose conveys many publications, first and foremost “Yemek ve Kültür Dergisi – Food and Culture Magazine”, related to Anatolian food and beverage culture to its readers. We had a very pleasant conversation with Musa Dağdeviren who established Çiya Foundation to preserve Anatolian food and beverage traditions and we reviewed the false facts we thought were true and also long forgotten truths.

**Mr. Dağdeviren, I guess you are seriously against fast-food.**

I think that not just foreign fast food but also local ones are very dangerous. The important thing here is this: It is a problem if we can't do anything about what belongs to us because of fast food.

**Like simit (kind of bagel covered with sesame seeds)?**

It is very wrong to introduce patisserie kind of simit baking as “National Simit” or “National Fast Food”, to praise their chains, and to introduce it abroad this way. When fast food brands came to Turkey, we knew what they sold and their menus. However, it is not right to promote patisserie kind of simit baking internationally as if it is a native thing. The biggest disadvantage of it is that it destroys the local simit baking. It [referring to chains] goes to İzmir and kills İzmir's simit baking, it goes to another city and it does the same thing over there. They are standardizing taste and enforcing this



*Musa Dağdeviren*

standardization on people's taste. This approach destroys everything local and unique about the characteristics of the geography where simit was baked and technics of simit baking. It is not just about simit; the worst part is they end up destroying what they try to preserve.

**Isn't Turkish Cuisine being among the top cuisines of the world able to stop this?**

We have a very rich culture. Anatolia is the cradle of civilizations. From architecture to music, from food customs to variety of the old cookware, almost everything is unique. However, are we able to adapt all these to the modern world? No. We are destroying our own kitchen. For example, we have neighborhood butchers. While butchers used to know what they sold and people used to know what they bought and didn't know about packaged meat much, western style meat consumption suddenly became very popular and the ones promoting it were selected as "the best butcher." Losing our cultural identity is the main reason for all these.

**Kadıköy is not a very popular place as a touristic place. But, I noticed that there were many tourists among the people eating outside. Are they coming there knowingly or accidentally?**

Actually, tourist guides usually don't include Çiya in their tour program because it is on the Anatolian side and it is not practical for them to come here. They bring their groups here if tourists especially request it.

**While we are at tourism, do you think Turkey can make a name for itself for food and beverage tourism?**

Actually, this is being done even though it is in very minor scale. People are wondering about different things about eating and drinking. They are not satisfied with just "kebab" anymore; they are interested in how it is cooked in Urfa, how it is eaten in Antep, what it is like in Antakya or Maraş and they want to see it on site.

**You are trying to revive forgotten recipes with their cooking techniques and ingredients. How and why does a recipe get lost or forgotten?**

Our women, our mothers are the people who make our recipes and kitchen continue to live. When this generation ends, many things will be forgotten. We are going to lose our memory about recipe dictionary. This is one reason why and how a recipe get lost or forgotten. In another way, our grannies are linguists of our society. They have everything from poems to music, from songs to foods because they've lived the traditional social life. They know the meals



cooked on every important day of a person from birth to death. I am not referring to women under 60 years old; I am talking about our women 65 years old and over. Because, the women 60 years old and under are exposed to TV and TV programs related to kitchen and food are very bad. All those food programs, competitions, gourmet foods, judges, and advices about hygiene are really bad. In fact, the real treasure is in house kitchens; and they are going extinct as our women get older.

### **Turks have traditional kitchenware, as well...**

Of course, they do and our traditional kitchenware is very rich. It may take long time to talk about just earthenware jars. You can understand whether an earthenware jar belongs to Black Sea, Central Anatolia, South Eastern Turkey, Thrace, Aegean or Mediterranean region by just checking the motif on it. Furthermore, we can distinguish it by looking at its shape or mold. But, nowadays, we don't research the difference between an earthenware jar from Van and the one from Konya or for what these earthenware jars were used. Is it being used for vinegar, molasses, or tomato paste? Why does the shape and the name of a jar change according to what is inside. Just like the food, a world standard is brought to Turkey, causing this kind of kitchenware to get forgotten. Let's take an example of stuffed vegetable pans; because stuffed



vegetables made in Maraş is different than those made in Thrace, the pans in which they are cooked are also different. Another example; molds of the knives in our culture are incredible. However, we are as if we live in poverty while we are rich. As long as we don't establish a literature for all these, as long as we are not "ourselves", it will continue to be this way. An Urartian pot unearthed during archeological excavations is the richness of this geography; but, our purpose should be to transform this. Today, when you visit France, Spain, or Italy, you see how successful they are in transforming an ancient pot for modern life usage.

### **What kinds of materials did the Anatolian people use for their kitchenware?**

They used many different materials but the most important thing is that all of them are made from natural materials; metals, wood, several alloys, bones, and horns... There are bone spoons. Wood is heavily used; especially the ones that don't absorb oil. Copper pans and boilers and containers coated with metal alloy named "bronze" are used. Earth is a very important material; earthenware jars, shallow pans, cups, jugs, and stew pans are made from earth. There are materials used for saving food. Leather is one of them. Another one is Tulum (skin of an animal). It is used for especially meat drying and also saving tripe and intestines. Of course, you add some spices for the meat to be dried. There are so many different examples that enrich and embellish the dinner tables. For example, there are dinner sets that combine wood, enamel and silver.





### What can you tell about cooking techniques special to Anatolia?

Our cooking technique and kitchenware we used in cooking are very special. Let's take an example of "Bowl Kebab" (meat stew) that everybody knows; all you see is meat with tomato sauce and potatoes. It is a meal served with peas and potatoes on the side in classier neighborhoods. Nobody questions why "bowl" and "kebab" words are together. And the answer is this: "Bowl Kebab" is a meal cooked in a bowl by turning the bowl into a mini-oven. You put the ingredients into a bowl; you upturn the bowl and put a weight on the bowl. Then, you put some water around the upturned bowl but that water never leaks into the bowl. On the contrary, the water turns into a broth while the ingredients inside the bowl are cooking. Then you put rice into the broth, and at the end what you have is cooked meat surrounded by a pilaf.

**Some says that some kitchenware used in Turkish kitchen is not hygienic. For example, Tulum; what kind of design is needed to prepare Tulum cheese hygienically? Do you think plastic is suitable for this process?**



### In Anatolia, do you think one ethnic kitchen is better than the other?

Nationalizing food is dangerous and wrong thing to do. Think about this: Do you think a Greek in Çorum and a Greek in Cappadocia cook the same meal? The same thing is valid for Armenians, Kurds, Turks, and Laz people... Cuisine should be considered geographically rather than nationalistically. If we say that a food is from Konya, Tekirdağ, or Denizli rather than saying it is an Armenian food, then we put geography forward. The important thing this: a meal changing region to region is related to the economic wealth of these regions. They cook the same pilaf, but some of them can put more ingredients because of their wealth. Some people cook stuffed vegetables with cracked wheat while others cook the same thing with dove meat because of what they have. And therefore, in our daily life, we tend to say "Can you cook something from our region?" rather than saying "Can you cook Armenian food?" People are trying to market foods by nationalistically or ethnically identifying them. They say that Mehmet the Conqueror loved tarhana soup with tomatoes. But, even Europeans didn't know tomatoes, let alone Ottomans, during the Conqueror era. Some people make Mevlana drink coffee, the others make Suleiman the Magnificent eat baklava with orange, and what not. The sad part is that there are many people who believe these. In fact, all of these are marketing strategy.





No. Then you call it “Plastic Cheese” or “Nylon Cheese”. We have two kinds of kebabs in high demand: Adana and Urfa. However, these kebabs were used to known as “Hot Ground Meat Kebab” and “Not Hot Ground Meat Kebab.” But now; they are being called as “Adana-Urfa” in their original region. Therefore, we must build the literature.

**How is your literature work going?**

Good. Writing is complete and we finished all regional inventories. We established a foundation named Çiya Foundation. We give priority for the books having literature characteristics. We also continue for our research and development for landscaping and seed. We built old kitchen and want to build a bigger one. We did presentations and allocated a huge budget for this purpose and we made applications to the interested institutions.

**You have a close relationship with Culinary Institute of America.**

Yes. This year, 160 worldwide known cooks coming from restaurants and hotels with Michelin stars will meet to cook the recipes given to them. This year’s concept is forgotten foods and they will cook from my recipes. Culinary Institute of America is the CIA of culinary arts in a way. They seriously research the progress of foods and kitchen and applications of meals cooked in several regions. They organize talks, presentations, and shows. They apply recipes and taste them. The topics are determined one year ahead of time. People who are really interested in these meetings join them by purchasing their tickets long before the event. Lessons are offered them, too. They determine a separate topic each year. The event continues for three days. I join these meetings because right people are doing the right things there. They are fair to you and give you what you deserve. And this takes us to the right place.

**For all these years, you visited many cities, regions and introduced their food. Which one is your favorite?**

One loves meals made by one’s mother. I also love the taste of a meal my mother cooks. Therefore, I am closer to East Mediterranean and South East Anatolia cuisine. But, I feel awkward about differentiating them. I am a mixture of all of them. I can gladly eat every kind of meal cooked by the grannies of these regions.

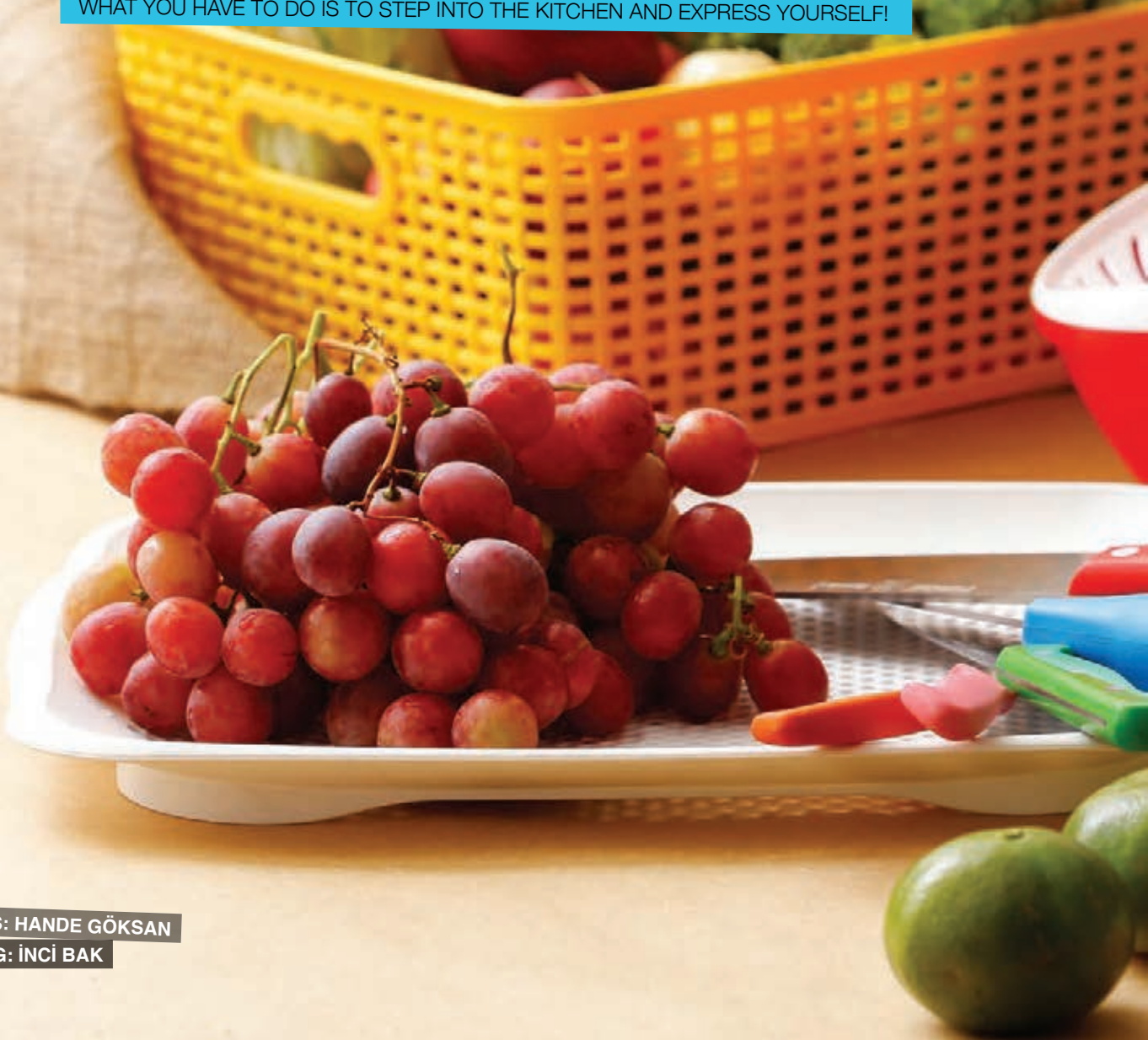


# Heroes of fruits & vegetables

IN TODAY'S HECTIC LIFE, PRODUCERS DESIGN A LOT OF PRACTICAL AND

INNOVATIVE KITCHENWARE FOR THE ONES WHO LIKE TO SPEND PLEASANT HOURS IN THE KITCHEN.

WHAT YOU HAVE TO DO IS TO STEP INTO THE KITCHEN AND EXPRESS YOURSELF!



PHOTOS: HANDE GÖKSAN

STYLING: İNCİ BAK





Kangaroo Maxi Basket, Vega Salad Spinner, Multi Cutting Board With Strainer, Bella Squeezer, Bonny Red-White Squeezer, Ecosaver Food Saver, Elegance Chopping Board; **Gondol** Food Savers with green and red lids; **Renga** Colorful knives; **Pirge** Green Chopping Board; **Üçsan Plastik** Pink Apple Cutter; **Sun Plastik**





Multi Cutting Board With Strainer; **Gondol Plastik** Colorful knives; **Pirge**



Elegance Chopping Board; **Gondol**, Colorful knives; **Pirge**

Food Savers with green and red lids; **Renga** Ecosaver Food Saver; **Gondol**



WITH PIRGE'S LIVELY AND COLORFUL KNIVES, YOU CAN FEEL YOURSELF LIKE A PROFESSIONAL CHEF IN THE KITCHEN.



Vega Salad Spinner; **Gondol**





Kangaroo Yellow  
Maxi Basket; **Gondol**





Bella Purple Squeezer; Gondol, Green Chopping Board; **Üçsan Plastik**



Cast Garlic Grater; Gondol, Green Chopping Board; **Üçsan Plastik**



Pink Apple Cutter; **Sun Plastik**, Elegance Chopping Board and Bonny Red-White Squeezer; **Gondol**





Duracast Ceramic Oval Red and Purple Casserole; **Emsan**

Emsan's Duracast has an innovative and special lid design that protects the nutritional value of food and the meal tastes like a casserole dish.

Steam Blender; **Hotpoint**,  
Porcelain Dish; **Paşabahçe**



**THIS IS NOT AN ORDINARY BLENDER. AS WELL AS THE USUAL BLENDING TASKS, THIS CAN STEAM FOOD, AND THIS IS USEFUL FOR PRE-COOKING VEG FOR SOUP OR PUREES. SO YOUR SOUP IS READY IN NO TIME...**



Metal Strainer;  
**Bayraktar Madeni Eşya**



# “We export to 55 countries in 5 continents!”

WE TOOK A LOOK AT THE INDUSTRY AND KÜLSAN'S PRODUCT LINE AS A

MANUFACTURER OF MELAMINE TABLEWARE AND FOOD

SERVICE WITH MRS. YEŞİM ÖZSAN, THE EXPORT MANAGER OF THE COMPANY.





# 1

**Could you tell us a bit about your company's history?**

Külsan A.Ş. was established in 1974 by Mr. Hasan Külahçioğlu and other family shareholders in Istanbul. Since then, the company has been successfully represented by its young and dynamic internal staff and is enjoying a customer base both in the Turkish and global markets. First export was made to Dubai in 1987 and now Külsan has become a well-known trademark selling their products to almost 55 countries on five continents.

# 2

**Which product groups do you specialize on? Could you tell us a bit about your product range?**

Külsan has been the leading manufacturer of melamine tableware and food service products in Turkey since 1974. We produce in five different product ranges and export them. These are;

- **Arcomel®:** Melamine trays and accessories like trivet, chopping board, PP Placemat in various elegant designs. Non-slip trays are also available.
- **Arcoform®:** Laminated serving trays for professional use, mainly for HORECA sector. And non-slip trays are available too.
- **Thermoset®tableware:** These are highly break-resistant plates for HORECA sector.
- **Gastro Boutique:** Melamine buffet service products for HORECA sector.
- **Arcoplast:** ABS/PP serving trays and break resistant tumblers, goblets, glasses, etc. made of food safe polycarbonate.

# 3

**Do any of your products have quality certificates with international validity?**

Our products are certified by SGS, INTERTEK, ISO 9001 and HACCP standards.

"We are the only factory in Turkey who has this wide range and we are among the top 5 factories in the world."

# 4

**What about R&D? Are you conducting and pre-production R&D work?**

Thermoset Tableware has been produced after so much research on how to develop product strength, product life and shine.

As a result we have created a tableware line that looks like porcelain but does not break so easily. It is highly break-resistant. This tableware is also industrial dishwasher safe and that is why it is much preferred and used by the HORECA market.

# 5

**What does "design" mean for Külsan?**

We are always in close contact with our customers and distributors to learn what the market requires. We like developing functional products with elegant and different outlook. For that, we have our own design department.

# 6

**What differentiates Aniva from its competitors?**

Külsan aims to provide good quality products with reasonable prices. Apart from that, the main reasons why our customers choose us: a good product range, short

production time, prompt deliveries, ability to create new products in short time and open communication/sincere relationship.

# 7

**Is there a single product that would emerge as the "leader"?**

Thermoset Tableware has been produced after so much research on how to develop the product strength, product life and shine. This tableware line has been so successful both in domestic and export market. Gastro Boutique range, which consists of melamine buffet service equipment, continues this success. We have the only factory in Turkey that can put out this wide range and we are among the top 5 factories in the world.

**8** You are obviously an exporting company. So, which countries do you export to?  
We have been exporting since 1987. We export to almost 55 countries in 5 continents. The main market is of course Europe and Middle East.

**9** Do you attend any significant industrial fairs? How have these fairs affected your products and development as a company?  
We have been exhibiting at international and local fairs for about 20 years. Exhibiting at fairs gives us the opportunity to make new customers, displaying novelties and observing what is going on in different markets. Exhibiting at fairs is very important to broaden our minds and develop the correct products according to the needs of the market.

**10** What are the expectations of Külsan for 2013 and beyond?  
We aim to continue to produce decorative and durable kitchen utensils for serving purpose, achieving functionality while maintaining aesthetics. We are committed to be the leading company producing a kitchen range of quality and variety creating difference and adding value to all shareholders, staff, suppliers and customers.

# An elegant and resistant selection of tableware for home and professional use!

KÜLSAN'S PRODUCTS CAN BE USED BOTH AT HOME AND IN THE HORECA SECTOR. COMMON FEATURES OF ALL KÜLSAN PRODUCTS ARE RESISTANCE, ELEGANCE AND UNBREAKABLE STRUCTURE.



**Arcoplast,**  
Looks like  
glass, but  
even better

Külsan's Arcoplast range consists of ABS/PP serving trays and highly break resistant tumblers, goblets, glasses, etc. Made of food safe polycarbonate.



## Gastro Boutique®, Best choice for refectories, patisseries, restaurants etc.

Another product line by Külsan is the Gastro Boutique®. This range consists of elegant and durable melamine buffet service products that resemble porcelain. Aimed mainly for the HORECA sector.



## Thermoset Tableware® You like porcelain? This may be better.

Külsan's Thermoset tableware® is a very innovative range consisting of ultra break-resistant plates resembling porcelain. This tableware line is strong, durable and compatible with industrial dishwashers. Besides, tables look ultimately chic with this tableware.



## Arcoform®, Don't panic! It won't slip

Sometimes carrying a service tray may prove to be a great challenge. Things on the tray may slip and fall down. In fact, that's the reason for Külsan to produce Arcoform®. This range has laminated serving trays for professional use, mainly for the HORECA sector. Non-slip trays are also available. They also produce these trays with customers' designs for domestic use.



## Arcomel® Application of conceptual ergonomics

Arcomel® range by Külsan, consists of durable, decorated melamine trays and accessories like trivet, chopping board, PP placemat in various elegant designs. A product line to use for a lifetime...

# “We are available all over Europe with our own brand”

İBRAHİM BAKIR, MEMBER OF BOARD AT İTİMAT, SAYS THEIR PRIORITY TARGET IS TO

SPECIALIZE FURTHER IN WHAT THEY DO AND LET THEIR BRAND

NAME KNOWN IN DIFFERENT PARTS OF THE WORLD.

# 1

**How long has your firm been active in this industry? Could you tell us a bit about your company's history?**

İtimat Makina was founded in the early 70s by three brothers named Necmettin, Fahrettin and Mustafa Bakır who brought together their knowhow and capital... Our fathers began with electrical home appliance repairs and production of pastry cooking plates. At the time production was difficult but profitable. Three brothers with a successful division of labour achieved success in no time. Then they extended their product range and began producing round ovens, corner ovens and ironing boards. The first export took place with Germany following our exhibition at the space allocated to Kayseri Chamber of Industry at the fair in 1987. Right now we are exporting to more than 30 countries.





## 2 Which product groups do you specialize on? Could you tell us a bit about your product range?

As İtimat, we have two different operations set on an area of 23.000 square meters at the organized industrial zone. One of these operations is focusing on the production of mini ovens and electric heaters while the other one is focusing on full size ovens and gas cookers. The cooker range features a variety of options from single to five ring cookers as well as built in models. The oven range, on the other hand, features around 30 different products of various volumes. Two years ago we began producing full size ovens as well.

## 3 What influences you during the conception of a product? For instance, the electrical pastry cooking plate is a unique product. What made you come up with that idea? Do any of your products have quality certificates with international validity?

As I mentioned earlier, almost 90 percent of our production is for exports. That's why we try to come up with products that would satisfy and suit the needs of a variety of markets. The electrical pastry cooking plate is highly popular all over Turkey and among the Turkish community in Europe. We also introduced the thermostatic version of the product many years ago. On the other hand, the pastry cooking plate is our very first product. All our products are certified for their compliance with national and international standards. We also make sure the products we export also have certification in accordance with the standards of the target country.

## 4 Are you conducting and pre-production research and development work? What percentage of your total budget do you allocate to R&D activities?

We have an R&D department. This department has three engineers and technicians that support them. Our R&D department is involved not only in the development of new technologies and products, but also cost and process reduction. Recently, two R&D projects we submitted to TÜBİTAK were accepted. We finalized both them successfully. Last year we got support from KOSGEB for one of our projects. All of these three projects were about machinery of our own design that would increase product quality and decrease labour. We allocate a significant budget to our R&D activities and we will continue to increase this budget.

## 5 What does "design" mean for İtimat? How much value do you attribute to design in your production? Are you following the latest innovations and developments within your field of production?

All firms have their own corporate cultures that is forged throughout the years. This corporate culture surely has an effect on product design as well. We renew the design of all of our products with minor touches while maintaining their traditional forms. Our products all have their own must-have features. The quality of the material used, plate thickness, electric and water insulation are among the issues we pay special attention to. We never make compromises just to cut back on costs.

## 6 What makes the products of İtimat special and privileged?

I don't want to sound pretentious. All companies have relatively good and bad aspects. We are a 40 year-old brand. What brought us here is the perception of quality that has become synonymous with our brand, the fact we always believe in our products and never produce something what we would not use ourselves.

"All İtimat products are certified for their compliance with national and international standards."

## 7

Is there a single product that would emerge as the "leader"? Any awards you received as a company or for a product?

Our highest produced and sold product is the corner oven. Corner oven makes up most of our earnings but we believe that our new product, the full size oven will perform especially well in exports. I think we also enjoy a significant share in the drum oven and pastry cooking plate markets as well. These products are now identified with us with sales numbers over 100 thousand. Within the Kayseri region, we always rank high in export numbers and corporate taxes.

## 8 You are obviously an exporting company. So, which countries do you export to?

We export around 90 percent of our products. We are available almost all over Europe with our own brand. We are also doing well in the North African market, particularly in Morocco. We sell in Central Asian and Middle Eastern markets, as well as other regions of Africa. In total, we export to over 30 countries.

## 9 Do you attend any significant industrial fairs? How have these fairs affected your products and development as a company?

We make sure we attend national and international fairs of importance. For instance, twice a year we attend industry fairs that take place in China. We also take part in fairs in our target markets. We definitely take part in the Istanbul fairs, Ideal Home and Züchex. In all of these fairs, we meet with new customers. We also examine all the new products in the market. Of course, these fairs help us forge our brand identity as well.

## 10 What are your future targets?

First of all, we want to specialize further in what we do and let our brand name known in different parts of the world. We believe that the future of the industry we operate in is open to development and aim to extend our operations in line with the motto, "do what you know." We want to increase our product range. Right now we are the second generations leaders of the company. Hopefully, we will pass on a healthy and successful company to the next generation.



# Safety and luxury at every household

KITCHEN PRODUCTS BY İTİMAT IS NOT ONLY SUITABLE FOR DOMESTIC USE BUT ALSO FOR BOUTIQUE RESTAURANTS SERVING HOME COOKED MEALS

## King of the kitchen: Full Size Oven



Make way for the king of all kitchens! İtimat's full-size oven combines a stove, an oven and a grill in a single product. The stove with four gas rings is operated with a button ignition mechanism and comes with a special apparatus for small-based coffeepots. You don't have to use the full size oven with LPG since it can easily be converted to natural gas use with its spare injector. Locked gas valves, gas blocking system, thermostat and the protective glass cover complete this oven with a capacity of 67 liters. Wok Burner, chicken grill and hot plates are optional...

## Electric Heater: Cold nights are now a thing of the past

Electric heaters by İtimat can safely be used in houses, offices and all sorts of spaces where there is a need of localized heating. These heaters have various numbers of coils for different levels of heating: 2, 2+1 and 3+1. The 2+0 model has two coils at the front. On the 2+1 model, there's an additional coil on top. 3+0, on the other hand, has 3 coils at the front while the 3+1 has the additional coil on top. Each coil is of 600 watts and the heaters all have a safety system that cuts the power if they fall down.





## Traditional tastes with modern gadgets: Electric Pastry Cooking Plate

Katmer, a traditional favorite of Anatolian culinary culture, is no longer cooked on wood fire with plates that are almost a meter long in diameter. Nowadays, Itimat's electrical pastry cooking plate is taking its place. This is also the first of its kind that was granted the TSE guarantee. With its perfect heat and electric insulation, outer body with electrostatic paint and its thermostatic heat adjustment system, this cooker with a diameter of 510 mm will surely bring the taste of Anatolia right to your kitchen!



## Inox Corner Oven for compact kitchens

This 48-liter oven with a timer and heat adjustment is specially designed to meet the needs of contemporary homes with small kitchens. Two separate dishes can be cooked simultaneously on its two trays. Moreover, it has a grill function that promises a picnic mood at home with deliciously cooked kebabs. The 2x800 W oven can cook all sorts of dishes with its heat range of 50-300 °C. Ideal for small kitchens with its dimensions of 470x600x350 cm.



## Perfect for large families: Round Oven

This thermostatic round oven with lamp is popular among not only housewives, but also boutique establishments operating within the food industry. The product is well protected against burns and scratches thanks to its outer body with electrostatic paint and glazed inner chamber. This 10 kg round oven can cook all sorts of dishes with its heat range of 50-300 °C. It is a great help at the kitchen with its wide enamel tray and grill.

# “All our products are shaped by the necessities dictated by the changing lifestyles”

ALTHOUGH IT'S ONLY A TWO YEAR-OLD FIRM, ANIVA'S HAS DEMONSTRATED IMMENSE SUCCESS AND

IMPRESSIVE EXPORT NUMBERS. WE SPOKE WITH THE FIRM'S GENERAL MANAGER AYNUR

AYHAN REGARDING HOW HER CHILDHOOD PERCEPTIONS OF TASTE ARE INSPIRING PRODUCTION.

# 1

**How long have you been working in this industry? Could you tell us a bit about your company's history?**

Aniva has been operational for the last couple of years; in other words it may be regarded as a “baby”. As two entrepreneurial sisters were working in the casting industry, we always had a dream of coming up with a product that is designed by us. We never forgot the delicious taste of the cheese toasts our mother used to prepare for us in an instance during breakfast or teatime, and kept searching for that same taste. One day my sister told me that she wanted to share the same taste with her own kids but that she lacked a quality and practical product. She began a market research and noticed that consumers in general were looking for elegant and ergonomic products of practical use, applicable to all sorts of people from professionals to students. Thus came up the idea for toast and pancake pans. We immediately began working with a designer to create the product that meets all needs. We used injection casts, initiating production in line with all food standards from the aluminum raw material to coating; ergonomic handles to heat resistant locks.





## 2 I believe for the moment you have a single product range with three different models. Will there be any additions?

One of the most essential aspects of humanity is nutrition... Despite changing lifestyles, new tastes are continuously being discovered thanks to all the practical kitchen utensils being developed. At the moment, we have toast, pancake and fish pans for use on both gas and electric stoves. Soon we'll be introducing new products, increasing the selection even further. What made the toasts we ate as a child so delicious? Although we may start the list with the way of preparing, the type of bread and cheese etc, what probably mattered the most was the way of preparing. Who would say no to a perfectly grilled toast with both sides well cooked and melted cheese in between! "Tosti" is aimed for foods like toasts, sandwiches and paninis; "Panki" is aimed for the new generation, the favorites of the "Generation Y" kids like pancakes, omelets and crepes; while "Hamsi" is aimed for fish, corn bread, pastries and patties. These products are perfectly suitable for preparing these foods. Besides, when you lock the pans from the handles and flip them, you can cook both sides of the foods in just a glimpse. When you open the cover to check while cooking, you'll see that it stays upright without falling. When cooking is done, both parts easily separate from each other. Thanks to the non-stick coating they are easily cleaned. We are also designing additional products. It may take time but we aim to introduce a new product periodically...

## 3 What influences you during the conception of a product?

For this, I might add up to my answer for the first question: Our experience of casting, the production method, and our correct perception of consumer needs. When compared to 5-7 years ago, there is a much more conscious consumer group emerging. So the expectations are not only towards the affordability of the products but also their functionality, aesthetics and quality.

## 4 Are you conducting any pre-production R&D work? What percentage of your total budget do you allocate to R&D activities?

Of course R&D activities take up a certain amount of time prior to production and we are constantly involved in research for new products. For products aimed for the end user, we take into consideration various standards like functionality and applicability to the taste and needs of the target group. It also takes some time to develop the concept of a product and turn it into a new product suitable for production.

## 5 What does "design" mean for Aniva? How much value do you attribute to design in your production? Are you following the latest innovations and developments within your field of production?

Design begins with dreaming. It is a construction and even though we don't realize, it is our lives. From the pen we're holding to the chair we're sitting, and even to the accessories we're using, a myriad of designs that demonstrate varying interpretations of human creativity, take up a significant place in our lives. For a company, the design of a product is a process of determining the qualities and the intrinsic characteristics of that product. In fact, this process itself is the biggest factor that influences the establishment of a client base. Our debut product demonstrated an ergonomic redesign of a classic toaster according to current needs. As Aniva, all the products we design are shaped in accordance with the needs of the changing lifestyles. We are supporting consumer expectations with innovative solutions, through multipurpose, practical and high quality products that make life much easier. If you are aiming to become a brand, then of course you need to follow all the trends in the regional and global markets. Societies, in time, have their culinary culture enriched through their interactions with other cultures, leading to diversity in habits. Not to forget the diversity of cooking methods thanks to all the current technological developments. All these factors have brought a never-before-seen popularity to the culinary industry. Kitchen is the heart of a home. It is the place where parents and children spend most of their quality time and for sure, "the way to one's heart passes through the stomach". Nowadays, big houses accommodating extended families and ceremonial table settings with a multitude of guests have led way to houses of nuclear families that adopt more practical menus and cooking methods. From the most difficult recipe to the easily cooked dishes, it is important that all the utensils used to prepare a dish must now make life easier and turn cooking into pleasure.

"We are newcomer to the industry. We believe in our products and ourselves."

## 6 What differentiates Aniva from its competitors?

First thing that comes to mind is the ease of use... The fact that you can lock the mechanism with a single hand, even with a flick of a finger, and the lightness of the material... In fact, children can easily use our products too. In addition, the ease of cleaning after use and the use of healthy, aesthetic and functional values are added advantages. Our products can be purchased not only from select sales points but also from our online store which delivers all over Turkey with reasonable prices.

## 7 As Aniva, are you considered as a leader of a specific field? Any awards you received as a company or for a product?

We are newcomer to the industry. We believe in our products and ourselves. The positive feedback we get at the fairs we attend and our consumers really motivate us. Therefore we are continuing with our initiatives in various national or international platforms.

## 8 Do any of your products have quality certificates with international validity? Which countries do you export to?

We introduced our products two years ago and we attend the Ambiente fair for the last couple of years. This helped us establish export connections with Belgium and Germany. However, I would like to underline that all the materials we use in our products have certificates of compliance handed by the suppliers.

## 9 Do you attend any significant industrial fairs? How have these fairs affected your products and development as a company?

We can't deny the importance of the fairs. We could easily have attended the Ambiente fair twice and lead up to zero export; but luckily we succeeded. The market is also extending. We do our best to follow significant industrial fairs. We find them useful for checking the positioning of ourselves and other actors in the industry, which in turn help us evaluate our actions and determine how to proceed next.

## 10 What are your future targets?

It's easy to reply with the popular phrase of the time and say, "to become a global brand"...

However, this is a process and you reach a certain place as a result of the steps you take. What I'm trying to say is, "those who do not dream do not have realities!" If you don't have any aims, you won't succeed. Your accomplishments are in a way, mirrors that reflect the limits of your imagination and the power of your skills...

# Limited number of products, yet unlimited amount of taste and appetite!

ANIVA IS A NEW COMPANY. THAT'S WHY THEY ONLY HAVE A FEW PRODUCTS FOR THE MOMENT. HAMSI, PANKI AND TOSTI ALL CATER TO DIFFERENT NEEDS YET THEY ALL HAVE FUNCTIONALITY AND SPEED IN COMMON. IDEAL FOR QUICK SNACKS!

## Hamsi Never keep fish away from your meals!

This product that may be defined as a fish pan is also suitable for cooking pastries and even corn bread. Only thing you need to do is to apply a coat of oil inside with a brush before use and heat it a little. Then put whatever you feel like, be it a bunch of tasty anchovies or some healthy and tasty zucchini patties. With the non-stick coating, preparation takes only a few minutes! The most important thing you need to watch out for is to keep the base of Hamsi right on top of the diameter of the burner. This way you can easily protect the handles of the product.







## Panki Kids will love it!

Not much different than Hamsi in terms of function, Panki is especially suitable for foods that children love, like pancakes, omelets and crepes. It's a must-have for all kitchens. Just like Hamsi and Tosti, Panki can also be used as two separate pans. With perfect results when used on medium-heat stoves, Panki is surely a lifesaver when you have an unexpected guest and want to serve them something delicious. Like all Aniva products, the handle and the lock are ergonomic and there's a selection of colors.

## Tosti Close at hand at all times...

It's almost impossible to find someone who never had a cheese toast before! Ideal for an energetic start to the day or keeping full during working hours, and even when going to a picnic. Since cheese toasts are cooked in all households, therefore Tosti is a must have for all. Like Hamsi and Panki, the pans of Panki can stay at a 90-degree angle when open and they are all made from cast aluminum, featuring non-stick coating, all in compliance with the food codex.





# Making a Dream Come True...

## EKBER

**Ekber Kitchenware** is a dream brought to life by the deceased Kısmet Altınay... Mr Altınay was born as the youngest son of the family with 8 kids. Due to his father, Chief Inspector Halil Altınay's job, they had to live in different places in Turkey. Although this is a hard lifestyle for a child, for Mr Altınay it meant meeting new people, living in different cultures and gaining life experience. He graduated from the Business High-School in Mersin and then moved to İstanbul for his university degree. In 1963 he graduated from the Business Administration from İstanbul School of Economics and Administrative Sciences. He worked in various jobs while he was a university student, in order to afford a living. Of course he has ideals. He also had a determined and hard-working state of mind which would help him succeed. First of all, he started to work in Tahtakale with his brothers. This was how he met kitchenware. In 1970s, he was introduced to stainless steel due to the advancing trends. Maybe he didn't know then, but this introduction would be one of the firsts in Turkey on stainless steel production. He then established Ekber Kitchenware in 1977. He opened his first shop in Tahtakale Yavaşca Şahin Street. Then he moved to Üç Kapılı Selamet Han where they would stay for 35 years. He opened his first atelier in early 1980s in Süleymaniye.



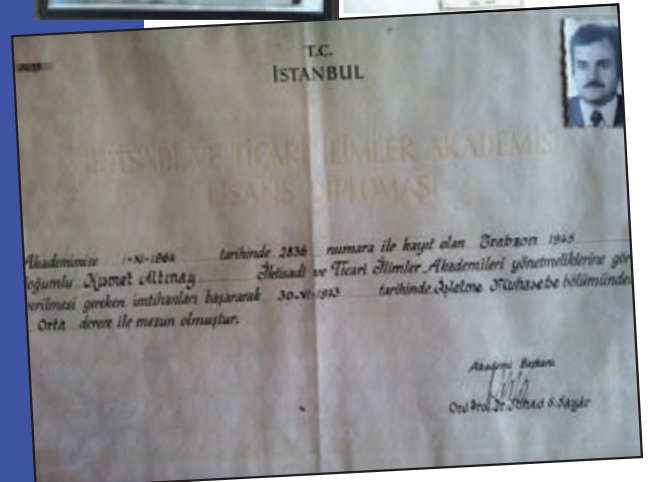
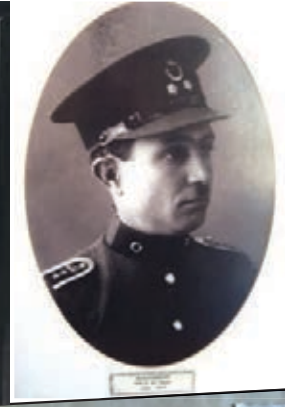
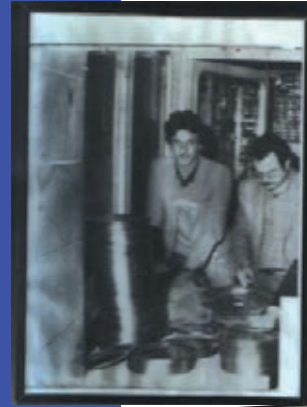


In this atelier, which was established as a coating products' atelier, he started to produce large trays and steel soup plates. Turkey was in Turgut Özal era and with the rise of trading Kısmet Altınay became a part of this dynamism. The story which started with coating turned into producing 1000 different products with the change to hydraulic system in the 90s. It then moved on to produce kitchen counter-top equipment such as cooking pots and gastronorm trays. Along with the determination to succeed and the will to make his dreams come true, one of the most significant factors that brought Kısmet Altınay is that he was at the right place at the right time: he was known in the sector thanks to his production variety and his choice of office in Tahtakale, the heart of the industry.

In the 2000s, export started to become a need. The lesson learned from the domestic crises was this; the domestic and the foreign markets were not synchronized and the companies can evade the crises by export. Kısmet Altınay saw this and steered towards export. Around the same time, Ekber started to attend the kitchenware fairs around the world regularly.

By the year of 2013, Ekber has reached hundreds of customers in almost 65 countries. The company earns 40% of its revenue from export, and it carries the identity as a company which can produce all counter-top kitchenware according to the world's needs. The second generation has completed their trainings and they took their place in Ekber as a developing organization. For Ekber this means the meeting of experience with dynamism.

Ekber has a new production facility in Çerkezköy, which is established on a 16.000 m2 area with a 9.000 m2 of closed space. It is amongst the most privileged Turkish companies with its 150 employees and the identity of the producer and the exporter. As a family corporation, it makes it way towards being a world brand while keeping its Tahtakale sincerity.



# İMMİB at International Fairs...

AS ALWAYS, İMMİB WILL TAKE PART IN THE MOST IMPORTANT FAIRS OF THE WORLD IN 2014!



İstanbul Mineral and Metals Exporters Association İMMİB is already preparing for 2014. The association is coordinating a national participation organization for the Ambiente fair in Germany, the International Home and Housewares Show in the US and the Hong Kong Housewares fair in Hong Kong. The organizations, which are attracting more and more Turkish firms each year, are important for other countries as well. With firms from all around the world that produce home and kitchenware signing new commercial deals and showcasing their latest products, these fairs host significant firms from the Turkish home and housewares industry with their high quality and affordable products. İMMİB will be coordinating the 19th national participation organization to the 2014 Ambiente fair, where over 60 Turkish firms will take their places at halls 3.0, 5.0 and 10.1. With over 50 individual participants, Turkish firms will make their

presence felt at the fair with around 120 companies. İMMİB will also take part in the 2014 International Home and Housewares Show in Chicago, USA, and will welcome visitors at the South and North halls of the fair. Turkish firms that produce kitchen and house ware products in metal, plastic and glass, will experience the pride of showcasing their products in the US. Together with individual participants, around 30 firms will conquer McCormick Place in March! Successfully reaching consumers all around the globe with their quality production and increasing their export volume by the day, Turkish firms will travel to Far East with the support of İMMİB. The 9th national participation organization to the Hong Kong Housewares fair will have over 20 Turkish firms taking part. Turkey ranked 6th in the list of countries represented by the highest number of companies in 2013, and it will surely rank high at next year's edition too.





## Turkish Kitchenware Cluster In Accra & Luanda

Turkish Kitchenware Cluster will organize the 4th commercial delegation to the African countries in February 2014. As part of this, a pre-delegation organization took place with representatives of two member firms to Angola and Ghana on 17-23 July. During this trip, markets that appeal to kitchenware were examined, and meetings with prominent wholesalers and government authorities were held. The resulting observation was that there is a well-rooted perception in the Ghanaian and Angolan markets that Turkish products are of high quality. Already seeing various Turkish products available on the shelves of big supermarket chains proved to be a source of pride among the members of the delegation. It was observed that in both countries, a serious potential for Turkish kitchenware products exists and a correct strategy would lead to successful results.



## Visiting Dar es Salaam, Johannesburg and Cape Town

The second leg of the African pre-delegation took place in Tanzania and South Africa on 2-8 June 2013. Market researches in Dar es Salaam, Johannesburg and Cape Town and meetings with prominent figures of the industry proved very beneficial for the placement of Turkish products in these countries. Although small in number, some Turkish products mainly from the glassware segment were already available in both countries. Johannesburg in particular is a highly developed market and although there is a significant inequality in wealth distribution, there's a consumer group with a high buying power that demonstrates a big potential.



## Tokyo & Seoul is ready for Turkish kitchenware

Turkish Kitchenware Cluster organized a delegation visit to Japan and South Korea on 15-21 June 2013 with 12 firms. As part of the organization, these firms took the chance to visit department stores, examine the local kitchenware markets in both countries and conduct a mini market research focusing on their own fields of activity. The bilateral business meetings, which is the actual purpose of the delegation brought Turkish firms together with representatives of Japanese and Korean firms and proved very effective and satisfactory in both countries.

# The brands that bring the care of home to industrial kitchens...

IT TAKES TALENT TO OFFER THE TASTE, CARE AND HYGIENE OF HOME KITCHENS IN INDUSTRIAL KITCHENS. ALL THESE DETAILS ARE NO-FUSS, "NATURAL" RESULTS FOR THE ADEPT AND PROMINENT PRODUCERS OF INDUSTRIAL KITCHENS IN TURKEY.



## The choice of the economical chefs

This multi-function steam convection oven bearing the signature of Öztiryakiler, which has been the export giant of the sector for half of a century, is a candidate to be the greatest helper of chefs. Along with the fast-cooking and programming feature, the oven offers the rich cooking options such as steam and non-steam cooking. The oven has 8 different models, including gas and electric options, in order to answer every need and its two-level door prevents burns from temperature or steam. Öztiryakiler, [www.oztiryakiler.com.tr](http://www.oztiryakiler.com.tr)

## How hot would you like your milk?

Stainless steel Ekber milk boiler is an absolute must for mass beverage serving. The automatic thermostat boils and keeps the milk at the desired heat, and it is adjustable between 30 and 110 degrees. The product works for long years as good as the first day of purchase, thanks to its safety system against overheating and failing which also enhances the ease of use. One of the pluses of the product is the fast delivery of spare parts. Ekber, [www.ekber.com](http://www.ekber.com)





### Personal dishwasher

The thermo-stop feature in Inoksan BYM 052 adjusts itself to you. Inoksan BYM 052 has various features such as programmable thermo-stop, rising at 85 degrees, automated water discharge, heat adjustments, error notifications, audio warnings and time adjustments, and it contains three different modes within the three different programs. Inoksan BYM 052 has short, medium and long wash features and thanks to this it has nine different programs.

*Inoksan, [www.inoksan.com](http://www.inoksan.com)*



### Vitamins of the fruits, right in your glass

Emsan Multi Press juicer is a candidate to be indispensable for both the industrial kitchens and homes. The product is easy to use especially to press large fruits such as oranges and pomegranates. The strainer unit allows a little pulp through making Multi Press juicer a tool for getting real fruit juice taste. The ergonomic design and the stainless steel body make the product endure long years and the non-slip plastic base makes life easier.

*Emsan, [www.emsan.com.tr](http://www.emsan.com.tr)*

### Delicious yogurt drinks with Ayrnmatik from Mayapaz

Mayapaz, which is the leading yogurt-drink machine maker in the sector including the contract manufacturing, promises frothy yogurt drinks with Ayrnmatik. Ayrnmatik has 40 and 80 liter options and it makes life easier with its batch cleaning and discharging valve. Ayrnmatik's lower sieve drains the beverage overflowed while filling and it appeals to different tastes with its program of making non-frothy drink. The inner lighting makes the product appealing to the eye and the body cover offers various color options as well as brand image or advertisement options.

*Mayapaz, [www.mayapaz.com.tr](http://www.mayapaz.com.tr)*





### ADDS NOBILITY TO TABLES

Ekber models are for every taste, they are simple, modern and chic designs. The dishwasher-safe products are produced within high quality standards. With its pieces for main course, desert, starter and service, Ekber Edge Cutlery Set adds nobility to tables. The set promises to be indispensable to bridal dowry, as it offers easy containing in a chest if desired.

*Ekber, [www.ekber.com](http://www.ekber.com)*

### FOR THE WISE CHEFS IN THE KITCHEN

Smartchef of Bayraktar, one of the leading brands of Turkey, is the greatest helper of the wise chefs in the kitchen. Smartchef is designed as a vegetable and fruit knife and is produced from stainless German steel. Thanks to its ergonomic design, the knife's handle made of abs plastic does not tire the hand. The knife is sold in black packs of 6 but if requested it is possible to buy individually.

*Bayraktar, [www.bayraktarmutfak.com](http://www.bayraktarmutfak.com)*



### FOR HEALTH-CONSCIOUS STUDENTS

New generation Magic Lunch Box is one of the shining starts of Lux Plastic. Magic Lunch Boxes are dishwasher-safe, made of health-conscious material, and they have the options of pink and blue. They can also be produced in other colors based on demand. Magic Long Box is the candidate of being the greatest help for students when it's school time.

*Lux Plastic, [www.luxplastic.com](http://www.luxplastic.com)*







### THE MAESTRO OF KITCHENS

The new chef of kitchens, Arnica Maestro, harbors numerous functions on a single body and makes the preparation stage easy. Maestro is adorned with stainless steel parts which fits the mounted instruments and it helps you grate, dice, whip, slice and more. The blender part can be used apart from the body and its 800 W motor brings practicality to preparation of cakes and soups.

Senur, [www.arnica.com.tr](http://www.arnica.com.tr)



### ONE COOKER, THOUSAND TASTES

With Adora Multi-Purpose Cooker, Korkmaz offers the opportunity to create many tastes from fries to steamed vegetables in one cooker. Adora brings the slow cooker, fryer, deep fryer, steamer, sauté cooker and grill together in the same machinery. Adora contains a frying basket and a steam basket and through its durable tempered glass lid you can see the food while cooking. It also offers easy cleaning thanks to its removable and washable, non-stick, ceramic-coated cooking chamber.

Korkmaz, [www.korkmaz.com.tr](http://www.korkmaz.com.tr)



### THE ELEGANCE ON TABLES

Breakfast is a joy with the porcelain dinner sets of NG Kütahya Porselen. Every one of the 42-piece set carries elegant details and carefully engraved patterns. The set consists of numerous products from bowls to salt-shaker and to mugs to porcelain teapots. The sets appeal with vivid colors. Flower and butterfly patterns, purple and pinks stand out in the sets.

Kütahya Porselen, [www.ngkutahya.com](http://www.ngkutahya.com)



### FOR PRECISION MEASUREMENT

Goldmaster Nutra kitchen scale offers a very sensitive caliber down to 1 g and it makes cooking easy. Nutra kitchen scale can weigh every type of liquid or concrete ingredient up to 5 kgs and one of its most important features is the counterweight feature. This function allows weighing of any bowl you place on the scale and when you press counterweight button, it adjusts this as 0. Therefore when you weigh your ingredient, you weigh only the food excluding the bowl.

Goldmaster, [www.goldmaster.com.tr](http://www.goldmaster.com.tr)



### TOASTER WITH CERAMIC PANELS

With Mehtap Serenity, it is possible to create practical tastes from toasts to sandwiches and from meat to fish. Thanks to its tire-proof, non-stick removable ceramic plate, Mehtap Serenity offers easy use and cleaning. It can make 4 toasts at the same time, it can be used as a grill thanks to its 180-degree movable lids and it uses less energy by preserving energy better. It also has a lock which allows vertical storing which results in taking up less space on the counter. *Mehtap, [www.mehtap.com.tr](http://www.mehtap.com.tr)*



### HIGH QUALITY SINKS FOR THE WORLD

Ukinox Kitchen Systems was established in Istanbul, Turkey in 1992. Since the founding of the first factory, they have been manufacturing high-end stainless steel sinks with the most advanced level of expertise in the industry. Ukinox products are certified by international quality standards organizations, such as BE EN ISO 9001, CE and UPC. Because of their reputation synonymously growing with quality and affordability, the company has established additional factories in Ukraine and Russian Federation. Company exports its wide-range of kitchen systems to selective international markets in the world, including Europe and North America. *Ukinox, [www.ukinox.com](http://www.ukinox.com)*



### HEALTHY MEALS WITH MINIMUM OIL

The new cooking set of Arzum, Ceramicart, promises an economic and fast cooking opportunity thanks to its aluminum press base which spreads the heat evenly. Ceramicart offers healthy cooking with minimum oil and ease of cleaning with its ceramic interior surface. Arzum Ceramicart is designed in the colors and shapes to fit every type of kitchen and brings ergonomics to the cooking enthusiasts. *Arzum, [www.arzum.com.tr](http://www.arzum.com.tr)*



### ANATOLIAN BEAUTY IS ON THIS POT SET

The ceramic cooker set of Emsan portrays the beauty of Anatolia to celebrate the 40th year of the company. With its durable ceramic coating, red, white, blue and black alternatives, it is coming to take its place in your kitchen. The special ceramic coating in the interiors of the products ends the pain of scratches. Anatolian set consists of one deep cooker, one thin saucepan and one pan and it makes cooking a joyful experience. The aluminum body spreads the heat faster which results in short cooking time and energy consumption. *Emsan, [www.emsan.com.tr](http://www.emsan.com.tr)*





## EYE CATCHING COLORS FROM ZEST

*The new Natural Ceramic Set of Zest by Cenk Metal seems to be attracting the attention of women with its vivid red color. Zest Natural Ceramic Set products are made of special alloy aluminium body, two-layered Weilburger Greblon CK2 ceramic coating and Weilburger Greblon D2 heat resistant silicone exterior surface coating. The products stand out with their grandiose and high-quality accessories and they are to become the favorite of kitchens. Cenk Metal, [www.cenkmetal.com](http://www.cenkmetal.com)*



## HIGH-PERFORMANCE ON LOW HEAT

Thanks to its features, the frying pot of Hascevher is the candidate to be the favorite of kitchens. The pot has 28 cm of circumference and its energy capsule base keeps the heat longer and cooks the food faster even on low heat. Another feature is the pot is this; it offers high-performance of use natural gas, butane gas, electric, ceramic, halogen, induction stoves. Semi-gloss steel body and the ergonomic steel-molded handles offers a long and healthy lifetime. Hascevher, [www.hascevher.com.tr](http://www.hascevher.com.tr)



## UNIQUE DESIGNS & 30 YEARS' EXPERIENCE

Mete Plastik Industry and Trade Inc. has produced outdoor furniture, stadium seats, kitchenware, household appliances, industrial products and packaging material for more than 30 years. Mete Plastik has ISO 9001 Quality Management System and ISO 22000 Food Safety Management System certificates. It produces various products such as leak-proof storage boxes and fast-food trays under hygienic conditions and puts them into use. The company also has the production license from Ministry of Food, Agriculture and Livestock. Mete Plastik, [www.mete.com.tr](http://www.mete.com.tr)



## EVERYONE WILL LOVE IRONING!

A must for all houses, the products of Milenyum Metal, which are placed in the upper segment regarding design, aesthetics and quality, are designed only for "those who feel special". Neo is one of these products. Neo looks like an ordinary ironing board, however its large ironing surface, adjustable height and special place for steam irons are what makes it different and easy to use. It should also be added that all Milenyum Metal products are manufactured within the quality standards and 100% tested by a control group within the company. Milenyum Metal / Palm, [www.milenyummetal.com.tr](http://www.milenyummetal.com.tr) / [www.palm.com.tr](http://www.palm.com.tr)



## GÜRALLAR CREATES ILLUSIONS ON TABLES WITH ARTCRAFT

Water, our source of life, has amazing and fantastic surprises. It is a great joy to watch a drop of water falling from a leaf reflecting the light and making circles until they are gone. We wish to make that moment longer; we close our eyes to stop the gravity and keep that light longer in our minds. In order to create this illusion Gürallar ArtCraft interpreted the dance of the faulty lines in the water, and gave life to Elegan. To sum up, Elegan has been designed for those wanting to feel the unique notes of the nature and be fascinated by light.

*Gürallar, [www.artcraft.com.tr](http://www.artcraft.com.tr)*



## CAKES WILL LOOK MORE DELICIOUS

Here's one of the best products of Bora Plastik! It is called cake storage and made of polycarbonate. This food grade material makes the cake storage much more durable even unbreakable... It is very useful for open buffet at the hotels, restaurants and bars. It helps when you need hygienic and ambient food service. Totally and proudly made in Turkey by Bora.

*Bora Plastik, [www.boraplastik.com.tr](http://www.boraplastik.com.tr)*



## MORE THAN JUST AN ELECTRIC GRILL

The SM-5 Jett of Era Izgara offers more than you expect from an electric grill. It grills the both sides of the food without having to change the sides. The timer is adjustable up to 90 minutes. SM-5 turns off automatically at the end of the adjusted time and it shows the state of the upper and lower heat-plates. The upper, aluminum lid and the enamel, lower, lid of the product can be removed and washed quickly, which offers ease of use.

*Gür-Su, [www.eraizgara.com](http://www.eraizgara.com)*



## HEALTHY AND LONG-LASTING

Grow garbage bin produced by Mavi Mobilya stands out by its features. The body and the lid of Grow are made of stainless glossy steel and it offers a stylish, long life. Grow makes life easier with the 89 degree stoppable joints, the plastic press on steel lid and the ratchet system that holds the steel from 2 cm. As it doesn't include any chemical glue, it is health-friendly and its strong body is quite durable against impacts.

*Mavi Mobilya, [www.grow.com.tr](http://www.grow.com.tr)*



# contact file

kitchenware

k

plasticware

p

electrical

e

industrial

i

tableware

t

giftware

g

houseware

h

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## ARTEK ELEKTRİKLİ EV ALETLERİ SAN. VE TİC. LTD. ŞTİ.

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## ARZU ÇELİK METAL SAN. TİC. LTD. ŞTİ. / Asstarline

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## ARZUM SMALL DOMESTIC APPLIANCE / Felix

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## ATLANTİK TÜKETİM MAL.SAN.TİC.LTD.ŞTİ.

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## BAYRAKTAR MADENİ EŞYA SAN. VE TİC. LTD. ŞTİ.

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## BAYSAN HEATING AND COOLING SYSTEMS

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## BUTANSAN HOMEWARE

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## CAN CAN JUICERS AND KITCHEN EQUIPMENTS

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## CAPRI INDUSTRIAL COOLING & KITCHEN

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## DECORIUM/AR-ŞAH KRİSTAL

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## DİBEKSAN MET. MAT. İHR. İTH. SAN. TİC. LTD. ŞTİ.

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## EFES HEDİYELİK EŞYA SAN.

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## ERDAL INDUSTRIAL KITCHEN EQUIPMENT

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## ERKOÇ PLASTİK VE KALIP SAN. VE TİC. LTD. ŞTİ.

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## ESLON MUTFAK EŞYALARI SAN.VE TİC.LTD.ŞTİ.

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