

TURKISH KITCHENWARE CLUSTER TRADE MISSION TO CANADA, TORONTO-MONTREAL

SEPTEMBER 14th-17th, 2014 TORONTO

SEPTEMBER 18th-19th, 2014 MONTREAL

Event organizer





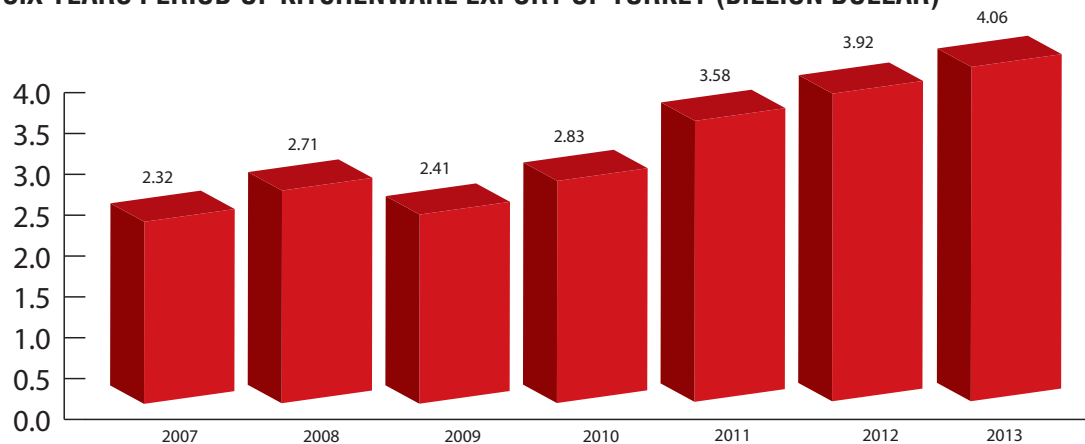
CLUSTER **TURKISH**
KITCHENWARE

Kitchen culture is adapting rapidly to the changes in lifestyle

In recent times, radical changes in people's lifestyle and tastes due to urbanization, industrialization, increases in income and consumer choices have oriented people to use more functional, attractive and useful houseware appliances. While working with simpler kitchen tools in the past, today people prefer more serviceable, colourful, design-based products.

The Turkish kitchenware sector has flourished by recognizing the changes brought by the new-era consumer trends, by keeping pace with global innovations and by closely monitoring the dynamics of domestic and foreign demands. Turkish producers and exporters closely concerns the domestic and global trends and have utilized them to improve and diversify the production capabilities.

SIX YEARS PERIOD OF KITCHENWARE EXPORT OF TURKEY (BILLION DOLLAR)



In the last five years, they have achieved notable success in world markets through a range of materials: glass, porcelain, ceramic, metal and plastic kitchenware. It is proved by the values of its exports from US\$ 633, 8 million in 2001, to US\$ 4.06 billion at the end of 2013.

Why Turkish Kitchenware?

Turkish Kitchenware products are preferred by sector's leading countries as UK, Germany Russian Federation and France. These markets value the reliability of Turkish companies, the dependability of their just-in-time deliveries, the high quality of their products certificated to international standards, the efficiency they inform their overseas customers about market changes and product innovations, and the ease of travelling and doing business within Turkey.

Turkish products have become a world-wide kitchenware trade mark, recognized by specialist retailers and the world's biggest chain stores for their aesthetic, functional and original design, highly competitive prices and on time delivery.

Also, the leading Turkish companies have an effective after-sale services network both in Turkey and in the countries they export as they are aware of the importance of after-sale services.

In addition, Turkish companies are developing their administrative and production structures and are getting certificates of international standards such as the ISO 9000 series and CE marking and certificates of country-based standards such as TUV (Germany), NFS and UL (USA), GOST (Russia), STANCOCERT (Ukraine), ISCIR (Romania), CO (Bulgaria).

TURKISH KITCHENWARE SECTOR



Turkish kitchenware with highly modernized production techniques

Although the kitchenware product range is very wide, Turkish industry produces most of these products intensively using modern processes and techniques. Turkish manufacturers and entrepreneurs are investing at an increasing rate to meet the demand for plastic, steel, copper and aluminium kitchenware, along with glassware, ceramics, porcelain, and cutlery. This has also been accompanied by investments in modern technology and marketing techniques to gain a greater share of target markets.

Turkish kitchenware brand in leading kitchenware markets

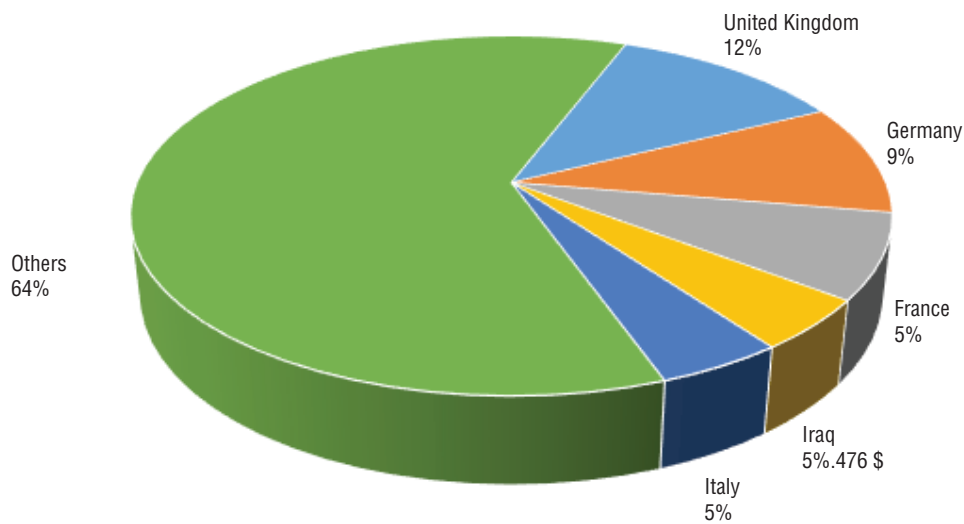
The vision of Turkish kitchenware sector is to become one of the leading global kitchenware suppliers in the world through concentrating its entire energy, sources, knowledge and experience purely on the sector in view of its own developments, developments within its customers, markets and its competition.

In accordance with this vision, Turkish kitchenware companies focus on creating differentiation in product design and branding, usage of advanced technology, of high quality manufacturing and accordingly creating a good image for Turkish products in international markets in addition to their highly competitive prices.

With this perspective, Turkish kitchenware export potential is increasing rapidly and today our products are sold in more than 150 countries. Developed markets like UK, Germany, France, USA and our regional partners as Russian Federation, Iraq, Israel, Romania, Ukraine and Bulgaria are the main consumers of Turkish kitchenware.

Turkish kitchenware sector has tremendous potential. Turkish producers meet the bulk of domestic demand and have gone on to develop new markets overseas. A key indicator of their success has been the rising demand for Turkish kitchenware in the international arena where it has more than five times the value of its exports since 2001 and become a leading exporter of electrical and gas cookers, glass, steel and plastic kitchen wares. The EU member countries, neighbour countries and the USA are the largest consumers of Turkish kitchenware.

LEADING COUNTRIES IN KITCHENWARE EXPORT OF TURKEY IN 2013 (US Dollar Thousand)



In 2012, Turkey enjoyed a 4% share of world kitchenware export with US\$ 3,92 billion and is well placed to increase this in coming years in line with the strategic trade objectives of the sector. Projected growth of the Turkish economy as a whole will also stimulate further growth in the sector.

The sector has been implementing new market access strategies and customer-focused marketing techniques to expand their Turkish market share. The Turkish Kitchenware Exporters are well represented at the biggest international exhibitions and trade fairs, especially Ambiente (Frankfurt-Germany), IH&HS (USA), Hong Kong Houseware Fair (China). These have become regular meeting points for customers of Turkish producers from many different countries.

Besides organizing trade delegation visits to the target markets, organizing buying missions from emerging markets and national participation of Turkish firms to the international fairs, preparing sectoral researches, papers, documents, **Istanbul Mineral and Metals Exporters' Association** contributes to the development of the sector by organizing an Industrial Design Competition which encourage functional, creative, and export applicable designs.

Especially since the beginning of the 2000's, Turkish kitchenware producers have been attaching much more importance to high quality designed products. Within this context, this prominent Industrial Design Competition brings together the famous Turkish industrial designers and the producers and competitor designs have been produced continuously by Turkish producers.





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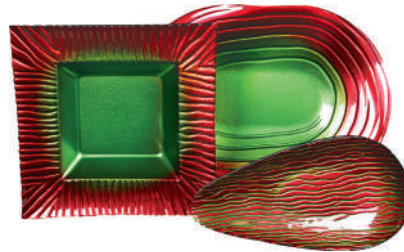
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Company Description

3D Glassware is the manufacturer and supplier of fused glassware with an innovative approach to design and functionality, excelling through experience over a decade.

Based in Istanbul, Turkey and teamed with highly qualified people, 3D Glassware develops and delivers extraordinary designs for life.

Our collection comprises both clear and colored versions of an extensive range of functional and decorative items in a wide selection of shapes, sizes, textures and colors that bring a touch of eye pleasing nuance to the occasions.



3D GLASSWARE COMPANY

Brands: 3D Glassware **Export Markets:** Our products are exported to 39 countries

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Company Description

Avsar Enamel was established in 1982 on a 52.000 m² land and 17.000 m² of this land is composed of factory buildings in which 350 stuff works.

Avsar Enamel A.S. produces enamel kitchenware in metal department by covering the steel, shaped in different forms, with frit, an inorganic component. The kitchenwares produced in such ways are the most healthy, hygienic, aesthetic and economic ones among the others.

The ranges of products are not only casseroles, saucepans, bowls, tea-pots, deep fryers but also oven trays and coffeepots which are formed in special ways. All these products are produced in different forms, colors and thickness for local market in Turkey and for 33 different countries by considering their cultures and economical conditions.

Avsar Enamel brings in a new product to the kitchenware sector recently and it is called as the new PorSteel. The new PorSteel cookware is combination of porcelain elegance and steel nobility meeting the European Standards and corresponding to the demands of modern cookery art. The new PorSteel's specialties are easy to clean system, anti-bacterial surface, energy-saving bottom, lively colors, 3D inside, scratch shield, browning structure and nickel and other dangerous materials free.

Natural ceramic coated products

These products with outer surfaces embellished with relief patterns and lively colors, and inner surfaces coated with ceramic, are all non-stick. Another feature of these products are that they lead a new approach which offers an alternative to PTFE non-stick bases.

Packaging details of natural ceramic coated products: In individual gift box, brown box or according to customer instruction.



PorSteel range

The PorSteel range features products with inner surfaces coated with heat resistant porcelain and are scratch-proof, easy to clean, anti-bacterial and nickel free. The raised honeycomb texture on the surface enables a homogeneous dispersion of heat as well as a naturally non-stick quality. The special stainless steel accessories and lively colors make the products even more attractive. **Packaging details of porsteel:** 4 pcs in a color box: 18 cm Casserole + Lid, 24 cm Casserole + Lid, 26 cm Frypan + Lid, 26 cm Rice Pot + Lid



Full décor range

The durable range which features a water based, three layered, non-stick coating, is decorated with burn proof, smut proof, lively colors and patterns. With every detailed thoroughly thought over, the range has Bakelite or ceramic handles in matching colors or patterns, turning out pleasing not only to the eye but also to the kitchen décor. **Packaging details of full décor range:** In individual gift box, brown box or according to customer instruction.



Enamel range

The range with outer surfaces featuring relief patterns, full patterns, half patterns or simple colors, are easy to clean and coated with anti-bacterial porcelain enamel inside and out. Completed with stainless steel, metal or Bakelite handles and glass or metal lids depending on the product type, the range provides a real ease of use. **Packaging details of enamel range:** In individual gift box, brown box or according to customer instruction.



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Company Description

Gondol is one of the largest manufacturer and exporter companies in the plastic kitchenware and household sector in Turkey. With its rich product range, collects the products under three main groups: Kitchenware Household and Bathroom Accessories. Gondol products are not only in the kitchens and houses of Turkey but also in more than 60 countries in 4 continents. Today, "Made in Turkey" marked Gondol, is on its way as a world brand.

- Gondol was established in 1978.

- Gondol continues it's operation in a facility with in 9500 m² area (1.000 m² indoor, 8.500 m² outdoor) with the 150 employees.



ECOLOGICAL FOOD SAVER

- Innovative design BPA Free technology
- Air tight. Hermetically sealing lid: keeps food fresh and tasty
- Especially suitable for use in microwave oven and freezer (-40 +110°C)
- Dishwasher-proof
- Different 9 sizes

PACKING DETAILS: Color Sleeve
COLOR DETAILS: Green



VEGA SALAD SPINNER

Innovative way of drying salad

- Through new lock mechanism, lid won't open during the spinning
- Available to nested arrange, saves space in the kitchen cabinet
- Will not cause smell
- Preserves the color and brightness for many years
- Dishwasher-proof

PACKING DETAILS: Sticker

PRODUCT WEIGHT: 4,4 lt.

PIECES PER CASE: 8 pcs in a master carton

COLOR DETAILS: Green-Red-Yellow



TOAST SAVER

- New lock mechanism will keep your bread fresh
- Saves space in the kitchen cabinet.
- Will not cause smell.
- Preserves the color and brightness for many years.

PACKING DETAILS: Displaybox & Sticker

COLOR DETAILS: Red, Transparent, Orange

PIECES PER CASE: 24 pcs in a master carton





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Company Description

Since 1993, we are exporting to 44 countries on 4 continents from Kahramanmaras. We are producing 30.000 pots and pressure cookers per day with our 600 employment by using the latest technology.

We have more than 600 type in range of our products including pot sets, pressure cookers and Spagetti pots. Products are available for all cooking sources like electric and gas cookers, glass, ceramic and halogen cookers. Our products makes the food stay healthy with the features of cooking easily by using less water and fat and they minimize the loss of vitamin, minerals and taste. We are supplying the steel raw material from the best companies of the World.

Our own brand names have been registered in 27 countries according to Madrid Protocole. Products have CE Quality certificate from TUV in Germany and TSE certificate from Turkish Standard Institue. In every step of production our production system updates itself. We have our own designer team. They are developing ergonomic and convenient designs by following the fashion and trend of the sector.

Serving the best quality to the customers with cheapest prices made the company popular in this sector in all countries.



Hascevher Practica Pressure Cooker Set...

As you will understand from its name this new product of Hascevher is a very functional set. It has been designed for housewives to cook easily in their very busy times. It is obvious that it becomes a very good friend of the housewives in kitchen in a very short time. There is no need to think how to cook many Food in a very short time. If you have Practica set you can cook in a short time. It helps you to cook different Food in the same time. When you are cooking spagetti at the bottom pot, you can cook a delicious sauce for it at the upper part. Even you can fry something with this set by using the strainer only. You can use it as pressure cooker and you can boil chicken or meat safely and you can cook delicious juicy Food with this set.



BRAND NAMES: Hascevher, Hcm, Arian, Home Perfect **Quality Certificates:** TSE, CE, LFGB **Main Export Markets:** Balkans, North Africa, South Africa, Europe **Annual Production Capacity:** 6.500.000 Pcs **Minimum Order Quantity:** 1 Container

HASCEVHER METAL



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Company Description

Lux Plastic Company was established in 1989. Since 1989 our company has been producing plastic kitchen and bathroom articles. We are manufacturing our goods in 5000 m² enclosed factory.

We care to satisfy our customers with our products and with our service. Consequently we are producing our goods from first quality raw material and we make ready our goods for the delivery date. At the moment we are exporting our goods from South Africa to Europe and from Asia to Latin America.

With this fair we are aiming to find ourselves representatives in Japan and S. Korea. Our representatives will have a chance to get wide product range.



Adjustable Pot Strainer



Quartet Template



Pratic Peeler Double Ways



Egg Saver Box



Limonex Lemon Squeezer



Foil Holder 3 Sets



Paper Towel Holder



Twin Lunch Box



Magic Lunch Box

Brands: AVANTAGE, SEHER, BOSFOR **Quality Certificates:** ISO-2001, ISO-14001, ISO-18001 **Export Markets:** We are exporting our goods from South Africa to Europe, from Latin America to Asia.

MEHTAP®

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Company Description

Mehtap cookware company is the industry leader in the sector of non-stick aluminium cookware products. Production is carried out in its exclusive 20.000 sqm. closed plant. Mehtap added the roller & curtain coating line to the spray one and increased its average annual production capacity to 15 million pieces. Among its many credentials, Mehtap holds the distinction of being the first company to introduce the world famous Teflon® by DuPont to Turkey. Mehtap exports its high-quality products to Europe, America, Middle East and Asia markets. Mehtap has been accepted as popular, reliable and a quality product in the point it reached at the end of 52 years.

Prestij Extra



Yakamoz



Samanyolu



Yıldız



MEHTAP NON-STICK COOKWARE

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Company Description

SOLMAZER is the one of the leading table glassware manufacturer located in Turkey / Istanbul. Since 1994, we create innovative, ergonomic, practical and appealing solutions with a design approach based on experience with our own designer and with a professional team in 10.000 m² closed area factory.

We manufacture and offer a wide range of table glassware kitchen products under herevin&herevin professional brands with our designs and with competitive prices!

Our company and products are very well known in more than 71 countries. For more detail please visit our website www.solmazer.com



"PLASTIC ITEMS" we have a lot of design for plastic items for different usage
PACKING DETAILS: Our standard packaging for this item is master carton
PRODUCT WEIGHT: 0,50 gr
PIECES PER CASE: 12 set in Master Carton.



"OIL BOTTLES" we have a lot of design of Oil and vinegar bottles. We have clear glass, painted and designed option on body with different lid options.
PACKING DETAILS: Our standard packaging for this item is shrink wrapped carton tray. But we have Master Carton for some models.
PRODUCT WEIGHT: 0,88 gr
PIECES PER CASE: 18 pcs in Shrink wrapped packaging.

Brands: Herevin and Herevin Professional **Quality Certificates:** Food contact test reports for most items **Export Markets:** Brazil, Germany, Italy, France, Portugal, Spain, Guatemala, Paraguay, Greece, Hungary, Bulgaria, Korea, Russia, Hong Kong, Ukraine, Poland, Norway, Romania, UAE, Kuwait, South Africa, Zimbabwe, Egypt, S. Arabia, Angola etc **References:** Walmart, Avon, Sodimac, Homecenter, Exito, Jumbo Argentina, Panda (S.Arabia), Kaufland (Germany), Tesco, Spar, etc **Production Capacity:** Appo 1800 ton material injection capacity **Min Order Quantity:** Min 20 boxes from item selected and not min then 5000 USD at total invoice amount



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Company Description

Company was founded in 1995. As started to manufacture semi products between 1995 – 2001, the line changed in 2001. With registering the brand in 2002, Tekno-Tel started to manufacture its own unique designs. With its vision and the having the latest technology, Tekno-Tel manufactures 4-Layer chrome plated metal products to consumers with offering 2 Years Warranty

As a global brand, has customers in 35 countries in every continent of the world.

The line followed by Tekno-Tel designs are acceptable as a multi-functional with the aesthetic sense.

As of today, Tekno-Tel works on more than 4000 square meter covered area with more than 80 employers and more than 80 fully automatic and semi-automatic machinery track.



Brands: TEKNOTEL **Quality Certificates:** ISO 9001; 2008, Rohs **Export Markets:** Phillipines, Pakistan, U.S.A., Canada, Mexico, Uruguay, Greece, Bulgaria, Romania, Macedonia, Serbia, Poland, Germany, U.K., Spain, Italy, Hungary, Czech Republic, Cyprus, Ukraine, Russia, Azerbaijan, Georgia, Kazakhstan, Israel, Palestine, Lebanon, U.A.E., Jordan, Iraq, Iran, Libya, Egypt, Algeria, S. Africa **References:** Home Center, Leroy Merlin, Obi, Carrefour, Metro etc **Production Capacity:** 7000 ton **Min Order Quantity:** 1 x 40 HC Container



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Company Description

Titiz Plastik, the market innovator in cleaning and kitchen plastics in Turkey, started production in 1984 and shortly after became the top-required brand in its field. By 2011, we dominate approximately 35% of the Turkish market. Titiz Plastik attaches a special importance to quality, team-work, customer satisfaction and environmentally friendly production.

Titiz Plastik holds industrial design and patent certificates, which are the results of a complete team work and extensive researches. Titiz Plastik has its own trade marks in the international and domestic markets, and serves its customers under Titiz, Aroni, Domy, Cameo, Defne, Powerlife, Softbrush and Softon brands.

Titiz Plastik has long-term continuous clients over 50 countries across all continents; which proves quality of product and service, and best value for money as being its core values. Titiz Plastik operates under ISO 9001:2000 and ISO 9001:2008 Quality Management System and has certificates from SGS Group.

Cameon Wringer Mop Bucket

Cameon Wringer Mop Bucket is completely different from other cleaning sets with its design and functionality. Cameon Wringer Mop Bucket is a patented product to Titiz Plastic and added a new approach to cleaning. Thanks to its patented wringer system, Cameon Wringer Mop Bucket squeezes the mop without exerting too much power and dries the mop rapidly. The handle of bucket prevents slipping, and ensures comfortable and safe carriage. You will notice its difference and quality from other cleaning set from the first day you start using it.

FLOOR BRUSHES

Cleaning is an essential part of our life...

Human beings have always considered cleaning as one of their primary tasks in their daily lives. In order to make cleaning more efficient, various models of brushes have been developed with brush monofilaments of different properties. For instance, the natural besoms that were used in ancient times are today being produced by Titiz Plastic from plastic monofilaments; which are more functional, more practical and more resistant. Thus a new generation of besom has been introduced. Titiz Plastic shall continue to develop new designs and set new limits in its field. Do not let cleaning take your time, let the tidiest one do it...

Soap Dispensing Sponge Holder

Soap Dispensing Sponge Holder ensures comfort at your kitchen with its new design. With its bin at the back, which is large enough to store sponge, wire wool and cloths, it stops the mess at your kitchen, providing more space to use. It ensures hygienic and practical use of liquid dish-washer detergent. Thanks to the dosage adjustment property of the liquid reservoir, it prevents waste thus brings saving at home. With its special design, you do not have to spend time in searching for your rings. Thanks to its elegant and easy-to-use design and paramount properties, the sponge holder with detergent reservoir ensures hygiene and aesthetics at kitchens.

Airtight Food Container

Aroni Airtight food containers have a revolutionary airtight design featuring a combination of four durable latches with a silicon seal. This design assures a tight seal every time and eliminates fear of spills when accidents occur. Aroni Airtight food containers come in a variety of sizes to fit every storage need and are designed to stack for space-saving efficiency. They are micro-wave and dishwasher safe.



TITIZ PLASTICS

Brands: Titiz, Aroni **Quality Certificates:** ISO, RICH, TSEK **Export Markets:** In all continents to around 65 countries.

References: Tesco, Carrefour, TEDI, Metro, Makro, Gifi, Ardis etc. **Production Capacity:** 15 tons / day **Min Order Quantity:** NA

NOTES

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