

Report on Turkish User Companies in Industrial Sector

Recently, JSN visited Istanbul, Turkey for reporting on the present situation of the industrial textile sector in Turkey. JSN was accompanied by Mr. Dominique Chapalain, sales area manager for industrial sewing machine of Mitsubishi Electric Europe and Mr. Hakan Tuna, assistant general manager of Ugur Tekstil Makinalari Sanayi ve Ticaret A.S. that became Turkish sales agent of Mitsubishi Electric Industrial Sewing Machines one year ago and is now strengthening sales promotion to potential customers.

Kaya Yapi Sanayi Tic. Ltd. Sti. (www.kayayapi.com.tr) is a top company in manufacture of safety equipment, rope, harness, etc. in Turkey, and sells them in the domestic market (90%) and export the remaining 10% to 23 countries in Europe, etc. This company was established in 1980 and has a workforce of 95 employees. Kaya manufactures 150,000 safety equipments yearly. This company joined INTERSCHULTZ, a general exhibition of safety equipments held in Leipzig, Germany this year and has participated in A+A since 10 years ago.

Besides the manufacture of safety products, this company holds seminars on its safety products and provides training on safety equipments for safety-related industrial people, receiving some 7,000 trainees in a year. In addition, this company began consulting business for construction site two years ago and has been carrying out business not only in Turkey, but also in neighboring countries such as Libya. While expanding the market constantly, Kaya has maintained as high a growth rate as 30% in sales every year in the past 10 years. This year, Kaya expects a sales amount of EUR 8 million and plans a further big growth in 2012.

This company is advantageous in that the entire process from material preparation to final products can be covered in the own factory alone, so the company is confident about quality. Besides, the presence of excellent workers having rich experiences can also be pointed out as an advantage. Kaya's manufacturing factory installed 4 units of PLK-E1008H (sewing area: 10 cm x 8 cm) in the sewing process of safety equipments (safety belt, harness, etc.) one and half years ago. At present, Kaya is satisfied with these products (hardware) and Ugur's after-sales service and customer support.

JSN visited Kaya's new company building in Istanbul's industrial zone and could interview Mr. Kemal KAYA, president. He talked, "For the production equipment in this company's factory and the materials of our merchandise, we select the best possible items/materials now in the world. When expanding our sewing line in the future, we will make an additional installation of Mitsubishi PLK in order to make product quality even." As hopes for the future, he said confidently, "we want to further expand our business for Europe in near future though we are now the top company in Turkey."